THE INFLUENCE OF ECOTOURISM PERFORMANCE ON QUALITY TOURISM AND SUSTAINABLE TOURISM IN SWARGALOKA ECOTOURISM, HAUR GADING DISTRICT, NORTH HULU RIVER DISTRICT, SOUTH KALIMANTAN

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ABSTRACT

Objective: Ecotourism is seen as a means to protect the natural environment through income generation, education, environmental preservation and sustainable involvement of local communities. Conservation (KA), Services (LA), Economic Development and Infrastructure (PE), and Control (PN) which are success factors in improving ecotourism performance (KE) can support tourism with quality and sustainable experiences

Theoritical Framework: This study explores the importance of efforts to improve ecotourism performance so that ecotourism becomes quality and sustainable. This is to provide knowledge to tourists to maintain a prosperous ecosystem and natural resources

Purpose: The purpose of this research is to test empirically the conceptual model of ecotourism performance (KE), namely to understand and find out the effect of ecotourism performance (KE) on sustainable tourism (PBK), the effect of tourism quality (PBK) on sustainable tourism. (PB),

Methods: The object of this research is the community around the Swargaloka ecotourism area. Data collection was carried out using the survey method in the Swargaloka Ecotourism management area. Data were analyzed using quantitative methods and tested statistically using PLS (Partial Least Squares).

Result and Conclusion: The results of the study can be concluded: ecotourism performance (KE) has a significant effect on tourism quality (PBK), tourism quality (PBK) has a significant effect on sustainable tourism (PB), and ecotourism performance (KE) has a significant effect on sustainability. tourism (PB). So that ecotourism performance greatly influences the quality of sustainable ecotourism. The more sustainable ecotourism performance is improved, the environment is well maintained, social welfare conditions and people's incomes are getting better. This study provides a managerial contribution to society and government to focus on improving ecotourism performance so that ecotourism is not only for the short term but for the future

Keywords: Ecotourism Performance, Quality Tourism, Sustainable Tourism.

A INFLUÊNCIA DO DESEMPENHO DO ECOTURISMO NO TURISMO DE QUALIDADE E NO TURISMO SUSTENTÁVEL NO ECOTURISMO DE SWARGALOKA, DISTRITO DE HAUR GADING, DISTRITO DO RIO HULU DO NORTE, KALIMANTAN DO SUL

RESUMO

Objetivo: O ecoturismo é visto como um meio de proteger o ambiente natural por meio da geração de renda, educação, preservação ambiental e envolvimento sustentável das comunidades locais. A conservação (KA), os serviços (LA), o desenvolvimento econômico e a infraestrutura (PE) e o controle (PN), que são fatores de sucesso para melhorar o desempenho do ecoturismo (KE), podem apoiar o turismo com experiências sustentáveis e de qualidade

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Estrutura teórica: Este estudo explora a importância dos esforços para melhorar o desempenho do ecoturismo para que ele se torne de qualidade e sustentável. O objetivo é fornecer conhecimento aos turistas para manter um ecossistema e recursos naturais prósperos

Objetivo: O objetivo desta pesquisa é testar empiricamente o modelo conceitual de desempenho do ecoturismo (KE), ou seja, entender e descobrir o efeito do desempenho do ecoturismo (KE) no turismo sustentável (PBK), o efeito da qualidade do turismo (PBK) no turismo sustentável. (PB),

Métodos: O objeto desta pesquisa é a comunidade em torno da área de ecoturismo de Swargaloka. A coleta de dados foi realizada usando o método de pesquisa na área de gestão do ecoturismo de Swargaloka. Os dados foram analisados por meio de métodos quantitativos e testados estatisticamente por meio de PLS (Partial Least Squares).

Resultados e conclusões: Os resultados do estudo podem ser concluídos: o desempenho do ecoturismo (KE) tem um efeito significativo na qualidade do turismo (PBK), a qualidade do turismo (PBK) tem um efeito significativo no turismo sustentável (PB) e o desempenho do ecoturismo (KE) tem um efeito significativo na sustentabilidade. turismo (PB). Portanto, o desempenho do ecoturismo influencia muito a qualidade do ecoturismo sustentável. Quanto mais o desempenho do ecoturismo sustentável for aprimorado, o meio ambiente será bem conservado, as condições de bem-estar social e a renda das pessoas melhorarão. Este estudo oferece uma contribuição gerencial para que a sociedade e o governo se concentrem na melhoria do desempenho do ecoturismo, de modo que o ecoturismo não seja apenas para o curto prazo, mas para o futuro

Palavras-chave: Desempenho do Ecoturismo, Turismo de Qualidade, Turismo Sustentável.

1 INTRODUCTION

Tourism is the largest and fastest growing industry in the world. Tourism 2020 Vision by the UNWTO forecasts that international arrivals are expected to reach nearly 1.6 billion by the year 2020. The SEA region is forecasted to experience record growth at rates of over 6.3% per year between 1995 and 2020, compared with the world average of 4.1%. By 2020, the regional arrival figure is projected to reach 136 million per annum. Local governments in developing countries usually consider tourism as a main mechanism to improve the local economy and the living standards of inhabitants (Ly, 2008)(Tang & Jang, 2009).

The importance of ecotourism performance for ecotourism, it is necessary to conduct research on the factors that influence ecotourism performance to improve quality and sustainable ecotouris. The success factors of ecotourism in improving performance and supporting tourism with quality and sustainable experiences are conservation, services, economic and infrastructure development, and control.

Sustainable ecotourism is all forms of development, management and ecotourism activities must pay attention to the integrity of the environment, economy, social and well-being of natural and cultural resources that exist for a long period of time. The concept of sustainability is to meet present needs without neglecting the ability of future generations to meet their needs. However, ecotourism at this time mostly cannot survive in the long term. This is due to a lack of management of ecotourism performance both in terms of services and even a lack of infrastructure

Ecotourism as a means of protecting nature through increasing income, nature conservation, and community involvement, at the same time economic and infrastructure development will be carried out in the context of sustainability, which continues to prioritize the principles of sustainability, namely environmental sustainability, social sustainability, and

economic sustainability(Bizarria et al., 2021). The concept of sustainable tourism development is very strategic in balancing economic goals and maintenance of tourism resources.

Quality ecotourism is a tourist satisfaction, the quality of tourist visits correlates with the high level of tourist satisfaction with the management of tourist destinations in Indonesia. The quality of ecotourism is often measured by the length of stay of tourists, if tourists feel more comfortable staying and have many return visits, it means that ecotourism in the local area is getting better quality. In addition to tourist satisfaction, it is also able to improve the welfare and happiness of local communities. Currently ecotourism is developing based on services or services that must provide a higher emotional experience to everyone, this experience is felt personally which can give a different impression for everyone so as to make ecotourism quality, (Wardana et al., 2021)

Ecotourism performance is an achievement achieved by an ecotourism. Improving ecotourism performance is a key goal for every ecotourism as a form of achieving ecotourism sustainability in the long term. Conservation, services, economic and infrastructure development, and controls that positively affect ecotourism performance. (Wardana et al., 2021).

The tourism industry in South Kalimantan has a significant economic impact, tourism infrastructure and social impacts. In terms of economic impact, the tourism industry makes a positive contribution to South Kalimantan's Gross Domestic Product (BPD). Tourism creates direct and indirect employment for local residents including transportation, gift shops. Tourism businesses such as hotels, restaurants and travel agents will generate income. Tourism growth will encourage investment in infrastructure such as airports, roads, bridges and other public facilities. Even having a variety of accommodations, the availability of good transportation, such as airports, ports and a good road network facilitates accessibility to various tourist destinations in South Kalimantan. From a social perspective, with sustainable tourism, local people will be more aware of the importance of preserving nature and culture. Revenue earned from tourism can be used to develop social infrastructure(Central Statistics Agency for South Kalimantan, 2021).

Ecotourism performance with four success factors namely conservation (KA), service (LA), economic development and infrastructure (PE), and control (PN) (Wardana et al., 2021). The indicators that shape ecotourism performance support tourism with quality and sustainable experiences. The results of this investigation will become a model for understanding and knowing the four success factors of ecotourism performance in developing and improving the management of ecotourism performance to create quality tourism and sustainable tourism.

2 LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Conceptual ecotourism performance (KE) with its success factors from conservation (KA), services (LA), economic development and infrastructure (PE), and control (PE)(Wardana et al., 2021). These four factors positively influence ecotourism performance. This conceptual view is called a model of ecotourism performance.

The concept of improving ecotourism performance is emphasized as a means to protect and maintain the environment in increasing income, educational facilities, nature conservation and the welfare of local communities. Furthermore, conservation and economic and infrastructure development will be carried out. Ecotourism tends to expect environmentally friendly styles and services that are polite, trustworthy, informative and provide a pleasant experience(Trevisan et al., 2022). Ecotourism also functions to provide environmental protection, sources of income, facilities, ethical education, and empower local communities, so ecotourism becomes a pleasant experience even quality for tourists. (Wardana et al., 2021) so this study proposes a hypothesis.

Hypothesis 1: Ecotourism performance (KE) has a significant effect on quality tourism (PBK)

Quality tourism is an experience that occurs and can be felt by everyone personally and even gives a distinct impression of an event, where the event occurs and is real. Currently, economic value-based services or services must provide an emotional experience to consumers will have a more developed economic impact. This means that the value from consumers is more emphasized in order to provide a quality experience. Goods and services are no longer enough to help economic growth, maintain economic prosperity, and create jobs. As a result, there has been a shift in economic value starting from the creation of goods, the delivery of services, and economic prosperity continuing from the acquisition of added value to the experience stage, currently experience is the main focus. (Wardana et al., 2021)

Experience is not just added value for goods and services, but can be a more valuable item.(Wardana et al., 2021). A quality tourism management strategy in order to realize tourist satisfaction, and is expected to have an impact on tourist arrivals again. Quality tourism can create sustainable tourism, which is for the present and the future. Utama. (2013) so this study proposes a hypothesis.

Hypothesis 2: Quality tourism (PBK) has a significant effect on sustainable tourism (PB)

The success of ecotourism in improving performance is an achievement produced by an ecotourism. Four factors play a role in improving ecotourism performance including, conservation (KA), services (LA), economic and infrastructure development (PE), and control (PE) (Wardana et al., 2021). These factors will become a model in the development and improvement of ecotourism performance management to create sustainable tourism.

Sustainable tourism is a very strategic tourism development concept to be developed with the aim of balancing the economy and maintenance of tourism resources. (Wardana & Utama, 2018). The concept of sustainable tourism states that development will meet the needs not only for the present but also for future generations continuously. The statement emphasizes that sustainable development is part of sustainable development by paying attention to present needs without neglecting future generations to meet their needs. Tourism puts forward the principles of sustainable development including, environment (LI), social (SO), and economy (EK).(Wardana et al., 2019) so this study proposes a hypothesis.

Hypothesis 3: Ecotourism performance (KE) has a significant effect on sustainable tourism (PB)

The research concept framework in developing ecotourism performance can be described by the factors that encourage ecotourism to become a quality and sustainable tourism experience.

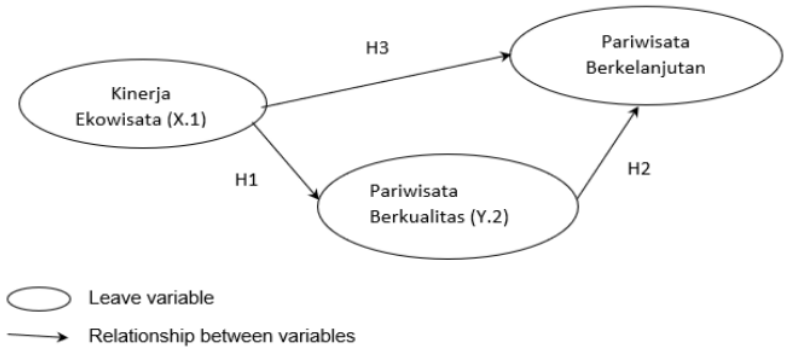

Figure 1. Conceptual Model
Source: Prepared by the authors (2023)

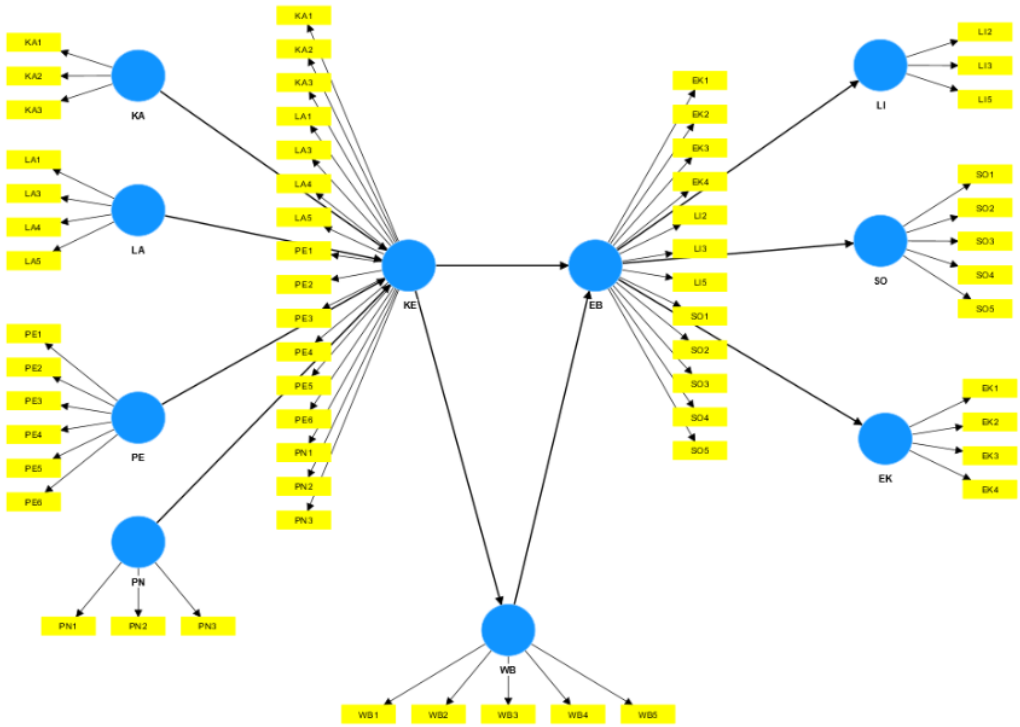

Figure 2. Conceptual Model
Source: Prepared by the authors (2023)

3 RESEARCH METHOD

3.1 Population, Sample and Data Collection

This model was tested on Swargaloka Ecotourism, Haur Gading District, Hulu Sungai Utara Regency, South Kalimantan. Swargaloka ecotourism is an ecotourism that has its own uniqueness with tourist attractions along swamps that utilize peat swamp areas, and are surrounded by purun plants that can be used as regional handicrafts that will boost the community's economy, (Firda & Yunus, 2021).

Data collection was carried out from July 2022 to September 2022. The data collection method was a survey through distributing questionnaires, the questionnaire used a Likert scale. Respondents in this study consisted of parties who are domiciled in ecotourism areas and are considered competent in providing data and information. Sources of information that are considered competent are local communities and farmers, community leaders, and ecotourism business actors. 30 questionnaires were distributed, where respondents were asked to indicate agreement or a tendency for the items on the research questionnaire sheet. The Likert scale used has five points, with categories one (1) for "strongly disagree" to five (5) for "strongly agree".

3.2 Measures of Variables

The variables in this study are latent variables, which must be measured using indicators. The indicators used are opinions, attitudes, and views of respondents to the questionnaire,

therefore the measurement uses a Likert scale with a weight of 5 points from strongly disagree to agree.

The ecotourism performance variable (KE) is measured by four variables, namely conservation (KA), service (LA), economic and infrastructure development (PE), control (PN) based on Wardana*et.al*(2021). Sustainable tourism (PB) variables are measured by three variables, namely environmental (LI), social (SO), economic (EK). Because the two KE and PB variables consist of latent variables, variables are neededsecond order. KE, KA variables are measured by four indicators developed by Wardana*et.al*(2021). LA is measured by five indicators developed by Wardana*et.al*(2021). PE is measured by six indicators developed by Wardana*et.al*(2021). PN is measured by three indicators developed by Wardana*et.al*(2021). PB, LI variables are measured by five indicators developed by (Dewi & Rosyidie, 2008). SO is measured by five indicators developed by (Dewi & Rosyidie, 2008) EK is measured by four indicators developed by Wardana*et.al*(2021). Quality tourism variable (PBK) is measured by five indicators developed by Wardana*et.al*(2021).

4 RESULT

4.1 Confirmatory Factor Analysis (CFA)

Confirmatory Faktor Analysis needed to test the validity and reliability of the indicators used based on a theory that already has accuracy, consisting ofvalidity andrealibility (Solimun, 2011). Data analysis was performed withPartial Least Squares (PLS), using SmartPLS 4 software.

Test the validity and reliability is measured by seeingInternal Consistency (Composite Reability), Indicator Reliability, Convergent Reability (Average Variance Extracted), andDiscriminant Validity.(Joseph F. Hair et al., 2014).

The results of testing the validity and reliability of each indicator of the KE variable show that some are still not valid and reliable. Validity testing can be seen in the valueouter loading and AVE(Average Variance Extracted) and reliability testing can be seen in the valueComposite Relibility. Invalid indicators will be removed from the variable. The test results obtained the variables KA (KA1, KA2, KA3), LA (LA1, LA3, LA4, LA5), PE (PE1, PE2, PE3, PE4, PE5, PE6), PN (PN1, PN2, PN3) which have a contribution in influencing the KE variable.

The results of testing the validity and reliability of each indicator of the PB variable show that some are still not valid and reliable. Invalid indicators will be removed from the variable. The results of testing the variables LI (LI2,LI3,LI5), SO (SO1,SO2,SO3,SO4,SO5), EK (EK1,EK2,EK3,EK4) which have a contribution in influencing the PB variable.

The results of testing the validity and reliability of the CPB indicators show that they are valid and reliable. Test results that PBK (PBK1, PBK2, PBK3, PBK4, PBK5)

Table 1. Validity and Reliability

Indicators	Outer loading
Conservation (KA)	
KA1	0.957
KA2	0.905
KA3	0.879
Layanan (LA)	
LA1	0.888
LA3	0.877
LA4	0.812
LA5	0.907
Economic and Infrastructure Development (PE)	
PE1	0.964

PE2	0.942
PE3	0.774
PE4	0.835
PE5	0.862
PE6	0.844
Handling (PN)	
PN1	0.745
PN2	0.943
PN3	0.905
Environment (LI)	
LI2	0.889
LI3	0.855
LI4	0.886
Social (SO)	
SO1	0.948
SO2	0.915
SO3	0.946
SO4	0.922
SO5	0.914
Economics (EC)	
EK1	0.905
EK2	0.940
EK3	0.707
EK4	0.837
Quality Tourism (PBK)	
PBK1	0.863
PBK2	0.899
PBK3	0.854
PBK4	0.863
PBK5	0.865

Source: Prepared by the authors (2023)

Table 2. Cronbach's Alpha And Composite Reliability

No	Variable	Cronbach's Alpha	Composite Reliability
1	PB	0.957	0.960
2	I	0.870	0.887
3	THE	0.902	0.912
4	KE	0.967	0.970
5	THE	0.894	0.901
6	THAT	0.850	0.853
7	ON	0.936	0.943
8	PN	0.833	0.857
9	SO	0.960	0.960
10	PBK	0.919	0.929

Source: Prepared by the authors (2023)

Table 3.R-square And Average Variance Extracted (AVE)

No	Variable	R-Square	AVE
1	PB	0.892	0.684
2	I	0.898	0.725
3	THE	-	0.836
4	KE	1.000	0.674
5	THE	-	0.760
6	THAT	0.707	0.769
7	ON	-	0.761
8	PN	-	0.755
9	SO	0.925	0.863

10	PBK	0.669	0.755

Source: Prepared by the authors (2023)

Table 4. Path Coefficients, T-Statistics, P-Values

Hypotheses	Path Coefficients	T-Statistics	P-Values
TO → PBK	0.818	16.968	0.000
KE → PB	0.742	8.062	0.000
PBK → PB	0.235	2.418	0.016

Source: Prepared by the authors (2023)

4.2 Structural Model Evaluation

Structural model testing is carried out in six stages, namely:

1. Measure*Collinearity*
2. Measuring the significance and relevance of the structural model relationships
3. Measuring levels*R-Square*
4. Measure how big the effect is*F-Square*
5. Measuring predictive effect size*Q-Square*
6. *Goodnes of Fit* (GoF)

First step, measurecollinearity using the Variance Inflation Factor (VIF). The VIF value in this test is above 0.2 but for the PE and PN variables the value is above 5.0 which indicates the need for consideration of deleting variables from the research model (Joseph F. Hair et al., 2014)

The second stage, measuring the significance and relevance of structural relationships. According to the recapitulation in table 4 it can be seen that the effect of the ecotourism performance variable (KE) on quality tourism (PBK) with a T valuetable 16.968 and PValue 0.000 means significant effect. The effect of the ecotourism performance variable (KE) on sustainable tourism (PB) with a T valuetable 8.062 and PValue 0.000 means significant effect. The influence of the quality tourism variable (PBK) on sustainable tourism (PB) with a T valuetable 2.418 and PValue 0.016 means significant effect.

The third stage, knowing the valueR-Squre. Value testingR-Squre on the variable will explain how much the value of the exogenous latent variable is able to explain the endogenous variable. Value ofR-Squre quality tourism gives a value of 0.669 which means that ecotourism performance is able to explain 66.9% of quality tourism. Whereas sustainable tourism gives a value of 0.892 which means that ecotourism performance is able to explain sustainable tourism by 89.2%.

The fourth stage, knowing the size valueF-Square. MarkF-Square will give a calculation of how much valueR-Square gives a change when one of the exogenous variables is removed. MarkF-Square in this test, the performance of ecotourism (KE) on quality tourism (PBK) has a strong influence with a value of 2.022. quality tourism (PBK) on sustainable tourism (PB) gives a moderate effect with a value of 0.170. ecotourism performance (KE) on sustainable tourism (PB) has a strong influence with a value of 1,691.

The fifth stage, analyze the sizeQ-Square. Q^2 predictive relevance has the function of validating the predictive ability of a model. MarkQ-Square in this test there are no endogenous variables that have a value of 0 or even below, so the model meets the criteriapredictive relevance.

The sixth stage, calculate the valueGoodnes of Fit (GoF). MarkGoodnes of Fit (GoF) to find out whether the model from the test results is good enough to explain a phenomenon or an existing event. Yamin and Kurniawan (2011).

MarkGoodnes of Fit (GoF) with the formula:

$$GoF = \sqrt{\underline{communality} \times \underline{R^2}} \quad \text{.....(1)}$$
$$= \sqrt{0{,}758 \times 0{,}848} = 0{,}642$$

The calculation results show that the valueGoodnes of Fit (GoF) which is 0.642 or 60% is a great value. So the measurement model and the overall structural model are very good

5 DISCUSSION

The effect of ecotourism performance (KE) on quality tourism (PBK), has a significant effect. Wardana*et.al*(2021). Ecotourism expects businesses to be environmentally friendly and services that are more trustworthy, polite and informative, and also provide a more enjoyable experience(Martinez, 2022). Even on the other hand, facilities and the need for physical equipment that are in accordance with the environment in order to minimize environmental degradation, a maintained environment is more important for tourists.

The influence of quality tourism (PBK) on sustainable tourism (PB), has a significant effect. Wardana*et.al*(2021). (Boyd, 2002) explained that an indicator for a quality tourism experience is sustainability and is supported by (Breiby et al., 2020) with four dimensions for sustainable tourism experiences. First, interaction with the natural environment. Second, interaction with social culture. Third, views and insights. Fourth, activities with the uniqueness of tourist destinations.

The effect of ecotourism performance (KE) on sustainable tourism (PB), has a significant effect. Wardana*et.al*(2021). Ecotourism is a sub component of sustainable tourism. View of ecotourism as a potential and effective tool for sustainable development, that is why many developing countries are now incorporating ecotourism into their economic development. Ecotourism is a place to develop communities by providing livelihoods for them to be more sustainable. It is hoped that the community can preserve resources, especially biodiversity, and can maintain the use of resources so that they can be used continuously, which can later become an ecological experience for travelers, gain economic benefits and preserve the environment. Wardana*et.al*(2021)

6 IMPLICATIONS

Theoretical implications, conservation variables (KA), services (LA), economic and infrastructure development (PE), and control (PN) have contributed to influencing the success of ecotourism performance (KE). This supports Wardana's theory*et.al*(2021), so that the ecotourism performance model (KE) is a construct consisting of conservation latent variables (KA), services (LA), economic and infrastructure development (PE), and control (PN).

Ecotourism performance is the ability of an ecotourism that can maintain management in creating quality and sustainable tourism. These findings support the theory from Wardana*et.al*(2021). About the relationship between ecotourism performance on quality tourism and sustainable tourism.

This study can be used by ecotourism managers in strategic management actions to build quality tourism experiences and sustainable tourism by establishing ecotourism performance (KE) which consists of conservation (KA), services (LA), economic and infrastructure development (PE), and control (PN) as a new breakthrough to increase the loyalty of returning tourists.

The relationship between ecotourism performance (KE) and quality tourism (PBK) has a significant effect, this indicates that ecotourism is environmentally friendly and pays attention

to polite, reliable, informative service, can provide a pleasant and very memorable experience so as to make it quality.

The relationship between quality tourism (PBK) and sustainable tourism (PB) which has a significant effect, this indicates that providing a memorable tourism experience by giving a good impression to tourists will have a positive impact on tourism so that it remains sustainable not only for the present but also for the future .

The relationship between ecotourism (KE) performance and quality tourism (PB) has a significant effect, this indicates that managers must encourage ecotourism (KE) performance as a strategy to maintain and improve so that tourism does not only last a short time. Things that can be done by preserving the environment, providing good service, building infrastructure, and making regulations to protect the surrounding environment, create sustainable tourism that maintains environmental (LI), social (SO) and economic (EK) sustainability.

7 CONCLUSION

After conducting research on ecotourism performance with its success factors such as conservation, services, economic development and infrastructure and control to achieve quality and sustainable ecotourism, the results show that ecotourism performance has a significant effect on quality ecotourism. Ecotourism performance has a significant effect on sustainable ecotourism and quality ecotourism has a significant effect on sustainable ecotourism. If ecotourism performance is improved, quality ecotourism and sustainable ecotourism will increase.

This study provides strategic directions to local governments and companies involved in ecotourism development, especially in Swargaloka in implementing various social approaches, especially focusing on counseling to provide important knowledge about preserving the environment, providing good services, repairing infrastructure and monitoring of swaghaloka ecotourism. , in order to improve the quality of ecotourism so that ecotourism is sustainable. For the development of future research in terms of improving ecotourism performance, it is necessary to carry out further studies by digging deeper into the factors that influence ecotourism performance.

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