



## Development of Tourism Villages To Increase Local People'S Income In Tamboke Natural Baths, North Luwu Regency

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### ABSTRACT

**Purpose:** This research aims to explore the potential of the Tamboke Natural Bath, North Luwu Regency, as a tourism village to increase local community income. **Methodology:** A quantitative approach was applied using purposive sampling on 100 visitors. Data were collected via a Likert-scale questionnaire and analyzed with simple linear regression to measure the effect of tourism village development on community income. **Results:** Findings reveal that tourism village development has a positive and significant impact, contributing 52.3% to the increase in community income. **Findings:** Although village fund management meets welfare indicators—educational, economic, and democratic justice—challenges persist, including delayed reporting, suboptimal web-based systems, budget transfers, and limited security programs. The village government is committed to improving governance, emphasizing transparency and equitable resource distribution. **Novelty:** This study uniquely integrates tourism development analysis with village fund governance evaluation, offering a holistic perspective on how sustainable tourism and financial management can jointly enhance welfare. **Originality:** The direct link between tourism strategies and fiscal governance in this rural context provides a model for other villages with similar potential. **Conclusion:** Tourism village development in Tamboke significantly improves community income, underscoring the need for strategic planning, transparent management, and active community participation. **Paper type:** descriptive quantitative research

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## INTRODUCTION

Tourism development is an effort to increase tourist attraction in terms of location and objects so as to attract tourists to visit. Many of the majority of Indonesia's population live in rural areas. Therefore, it is very strategic if development is focused on rural areas. Development is greatly influenced by the local community.

South Sulawesi has a variety of tourist attractions, both natural attractions, and even historical tourism. One of them is the tourist attraction area of North Luwu Regency, namely the Tamboke Natural Bath which has the potential to be used as a natural tourist attraction. This bath is located in the middle of the forest of Tamboke Village, Sukamaju District, North Luwu Regency or

commonly referred to as a family planning village. This bath is often referred to as a very clear and natural natural natural attraction, the water comes from mountain springs. To develop the Tamboke Nature Bath Tourist Attraction requires attention from the local government and the role of the community because one of the factors that also determines the success of regional tourism development is culture and how the local community manages the tourist attraction, so that the people around the tourist attraction realize that the baths Tamboke's nature needs serious attention from the community to keep it sustainable and well maintained. Previous research according to Sondakh (2016) The attraction of the surrounding Muaro Jambi Temple tourist area is one of the excellent tourism potentials to be used as an economic area, Interest in visiting greatly affects the source of income of tourist destinations (Nur, 2023).

Tamboke Nature Bath has a uniqueness that makes it special in the eyes visitors, Tamboke Nature Bath geographically has a location close to the village crowd so that This bath is surrounded by beautiful nature and is still very natural., plus there are topography of mountains and plateaus. There is cool air and beautiful natural scenery with green trees, clear river flows, and waterfalls flowing around it. Based on initial observations, researchers found information that the Tamboke Natural Bath was originally only a natural spring water source found by the local community and used for daily needs, especially for bathing and washing. The source of the spring water is located in a beautiful mountainous area, surrounded by forests and nature that has not been much touched by development.

When viewed from its development, this tourism is still not in great demand and not widely known by tourists, therefore the income of the people in the village is less. To make the Tamboke Natural Bath Tourist Attraction known and in demand by tourists and increase the income of the local community in the village, the local community must strive to expand this tourist area in various ways, including rearranging and completing the infrastructure needed by visitors, such as adding a gazebo, adding toilets, providing food and beverage shopping places, and improving existing facilities to be good. attract more visitors so that the increase in the income of the local community in the Tamboke Nature Bath increases. Based on this, the author conducted this study with the title "Development of Tourism Villages to Increase the Income of Local Communities in the Tamboke Nature Bath, North Luwu Regency".

The development of a tourist village is an effort to make a village a tourist destination by combining tourist attractions, facilities, and accessibility. The development of tourist villages is a form of tourism development. In addition, tourism development can bring many benefits and advantages (Silooy et al., 2020). Tourism refers to the potential of various resources, both in the form of nature (natural attractions), art, and culture. The creation of tourism villages is one way to support the increase in income of village communities and encourage the growth of village potential, which will ultimately increase community productivity and make the community more independent, advanced, and prosperous (Bangsawan et al., 2021).

The development of rural tourism is essentially based on the potential of rural communities, and the development pattern of tourist attractions is expected to encourage the growth of various sectors of the people's economy such as the handicraft industry, household industry, service-trade industry, and agroindustry. These activities are expected to be the main factor in attracting tourists to visit a village. (Paembonan et al., 2023). To make something better and perfect, it is called creative economy development, To produce a form that is considered adequate, the development process consists of three stages, namely planning, implementation, and evaluation.

Previous research According to Barreto and Giantari (2015), tourism development is an effort to improve or advance tourist attractions to be better and attractive in terms of their location and objects so that they can attract tourists to visit. (Moh. Musleh & Nabila Septia Rosa, 2024). Local or national economic development is closely linked to the growth of tourism throughout the country. The development of tourism in a country, whether locally or regionally or nationally, is closely

related to the country's economic growth. The benefits to the people of many countries will always be considered when developing tourism in the area

Previous research according to (Jubaedah & Fajarianto, 2021) The indicators of tourism village development are as follows: (1) the development of tourist attractions that are owned and become characteristic of the uniqueness of the region, (2) the ease of reaching tourist locations by means of transportation both in terms of time and cost (accessibility), (3) the availability of public facilities to support tourism, (4) community involvement in the context of appropriate and harmonious empowerment so that mutually beneficial conditions are created between tourists and local residents, (5) well-structured and planned promotional and marketing activities.

According to Alyani (2021), the number of tourist visits has a positive effect on the region's original income. Rikayana & Nurhasanah (2020), Sari & Yuliarmi (2018), and Neldi & Sanjaya (2021) also stated that the number of tourist visits has a positive and significant effect on the region's original income. The number of tourists who visit an area is very closely related to the original income of the area itself. (Hanafi Ahmad, 2022). According to Suroto, income theory includes all financial or material gains from other sources as well as industry outcomes evaluated using a certain amount of money from available assets. A person's ability to meet their daily needs depends on their income, which is also important for their survival, either directly or indirectly. Revenue is a stream that is measured over a specific period of time and includes profits, salaries, rent, as well as dividends. (NAWAWI, 2023).

Income is the sum of money or other material results obtained from the use of wealth or services provided to a person or family during a certain period of time in an economic activity. By managing natural resources in the surrounding environment, for example such as tourist villages. This is in accordance with Anissa Siti Nurhayati's research journal that "tourism is one of the aspects that can be relied on as a source of income for a country. With the development of tourism, of course, it will have an impact on increasing various jobs so that it can reduce the number of unemployed and alleviate poverty." (Liputo et al., 2023).

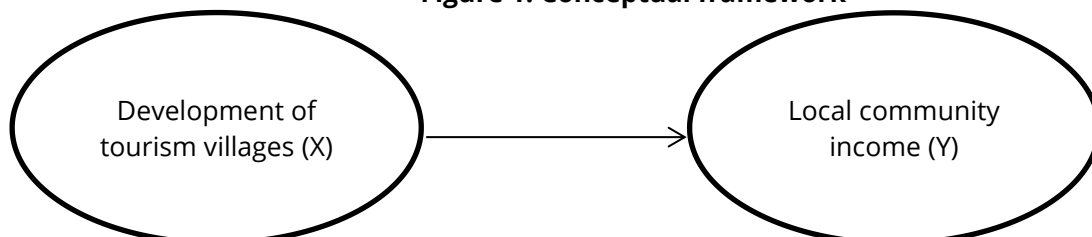
Previous research according to Hendrik, (2011) Income that can be in the form of salaries or wages, rent, interest, and profits is a reward for the use of production components owned by the corporate and household sectors. Therefore, the results received by the community or households in the form of wages or salaries in a certain period are referred to as community income. (Dwiningwarni & Amrulloh, 2020). According to Sukimo (2006) in his research, Income is the amount of money that residents receive for their hard work during a certain period of time, either daily, weekly, monthly, or yearly. (Susanti & Aidar, 2017).

One of the government's efforts to overcome this problem is to implement policies that harmonize and balance people's income in the capital sector, especially through the distribution of bank loans. In order to support the implementation of development in efforts to develop funds in the rural economic development sector to increase the development of fisheries and increase efforts to achieve welfare goals, the Bank's main function is to collect and distribute community funds effectively and efficiently. (Saipal et al., 2019).

**CONCEPTUAL FRAMEWORK AND HYPOTHESIS DEVELOPMENT**

Based on previous theories and research, the conceptual framework can be structured in this research as follows:

**Figure 1. Conceptual framework**



H<sub>1</sub> : The development of tourism villages is believed to have a positive impact on the income of local communities in the Tamboke natural bathing area in North Luwu Regency.

## METHOD

### ANALYSIS METHOD

In this study, the population is all visitors who have come to the Tamboke Nature Bath, North Luwu Regency. Given the relatively high number of populations, the sampling strategy used in this study uses purposive sampling techniques to determine a representative sample. The criteria used to select samples are visitors who have purchased food, drinks, snacks and buoyant tires, etc. at the Tamboke Nature Bath. As a means to access the income of the local community. The samples in this study were taken using the Purposive Sampling method with the criteria of visitors to the Tamboke Nature Bath, North Luwu Regency. The determination of the number of samples uses the Moe (*Margin of Error*) formula. Where n is the number of samples, and z is the level of confidence required to calculate the number of samples, which is 95%, which refers to the Z table.  $95\% = 1.96 \text{ Moe} = \text{a maximum margin of error of } 10\% \text{ that is tolerable.}$

It can be seen that the results of the calculation of the formula above obtained the number of samples was 96.04, to make it easier, the number of samples was rounded to 100 people. It is possible that for the sake of data processing, the number of samples can be increased according to research needs and an equal number of respondents.

In this study, google forms will be used to send questionnaires to respondents using social media platforms such as Facebook, Instagram, WhatsApp, and others. The likert scale used in the survey approach of this study displayed the following response values: strongly disagree (1), disagree (2), disagree (3), agree (4), and strongly agree (5).

Simple linear regression analysis was carried out on the data collected to determine the Development of Tourism Villages, in order to increase the income of local communities. Before the regression is performed, validity and reliability tests are carried out to ensure that the tools used can measure variables accurately and consistently. The analysis process was carried out using SPSS statistical software. The regression results will show how much influence each independent variable has on purchasing decisions, as well as how statistically significant these developments are.

**Table 2. Definition of operational variables**

VARIABLE	DEFINITION	INDICATORS	VARIABLE MEASUREMENT
Development of Tourism Villages (X1)	Tourism village development is a process of to develop a village into a tourist destination. The concept of tourism village development focuses on improving community welfare through productive development in accordance with local potential.	1. Attraction 2. Accessibility 3. Public Facilities 4. Community involvement 5. Promotional and marketing activities	Likert
Local Community Income (Y)	Income is the reward that a person gets for his or her participation in the production of goods or services. Interest income, money from rice fields, income from other people's businesses, and gifts from others are examples of income that is not obtained through work.(SILVER, 2015)	1. Income received per month 2. Work 3. Cost Budget 4. Family burden borne	Likert

## RESULTS AND DISCUSSION

### RESULTS

Validity tests determine validity as a measuring tool.. The questions in the questionnaire are the measuring tools referred to here. A questionnaire can only be said to be valid if the questions can reveal something measurable. The instrument used is tested for validity to ensure that it is feasible to use in research. The instrument is considered valid if  $r$  is calculated greater than  $r$  of the table with a significant level of 5% or 0.05.

**Table 3. Validity Test Results**

Variable	Items	Calculate r	Table R	Explanation
Development Tourist Village (X1)	X1.1	0,779	0,194	Valid
	X1.2	0,782	0,194	Valid
	X1.3	0,760	0,194	Valid
	X1.4	0,776	0,194	Valid
	X1.5	0,756	0,194	Valid
Income Local Communities (Y)	Y.1	0,823	0,194	Valid
	Y.2	0,814	0,194	Valid
	Y.3	0,716	0,194	Valid
	Y.4	0,705	0,194	Valid

According to the table above, an instrument is said to be valid if  $r$  counts is greater than  $r$  table by a significant level of 5% or 0.05, and if  $r$  counts less than  $r$  table, the instrument is invalid. The results of the previous validity test showed that the items of the variables Local community income, and Tourism village development had a correlation coefficient value greater than 0.194, which indicates that the  $r$  calculation is greater than the  $r$  of the table. Thus, all items of this variable can be considered valid if  $r$  counts greater than  $r$  tables.

### Reliability test

Reliability tests were performed to find out if the questionnaire showed consistency when measurements were taken repeatedly using it. If Cronbach's alpha is greater than 0.6, the questionnaire is considered reliable.

**Table 4. Validity Test Results**

Variable	Cronbach's alpha	Standard	Explanation
Development Tourism Village (X1)	0,826	0,6	Reliable
Income Local Communities (Y)	0,760	0,6	Reliable

Each instrument is considered reliable, because the table of reliability test results shows that the variable of Tourism Village Development (X1) is 0.826, and Local Community Income (Y) is 0.760, this variable is considered reliable because the cronbach alpha is greater than 0.6.

### Simple Linear Regression Analisis

To find out the magnitude of the influence of the independent variable, namely the Development of Tourism Villages (X1), on the bound (independent) variable, namely the Income of the Local Community (Y). Simple linear regression analysis is used.

Table 5. Summary of Moderated Regression Analysis Test Results

$$\text{Revenue} = \alpha + \beta \cdot \text{Development} + \epsilon$$

	Coefficient	t-statistic	Sig.
Constant	3.487	3.100	0.002
Development	0.600	10.671	0.000

N = 100

R<sup>2</sup> = 0.523

Adj. R<sup>2</sup> = 0.518

F-Statistic = 107.46

sig. = 0.000

The dependent variable is Revenue, while the independent variable is Development.

\*significance at  $\alpha = 0.05$

Source: SPSS 2025 data processing results

Based on the table above, the following is a simple linear regression equation that can be known:

$$Y = 3.487 + 0.600X$$

The constant of 3.487 indicates that if the variable of tourism village development (X1) or significant value (X = 0) then the income of the local community will increase by 3.487 percent. Meanwhile, the B1 coefficient of 0.600 shows that every 1 percent increase in the tourism village development variable will increase by 60 percent

#### **T test (Partial)**

Partial tests are used to determine whether or not individual or partially independent variables affect the bound variables significantly. A partial test is considered significant if the significance value is less than 0.002 and is effective if the T count is greater than the T table.

The variable of tourism village development (X1) the results of the previous t-test showed that the significance value of t (0.000) was smaller than  $\alpha = 0.05$ , meaning that the significance value of  $t < \alpha = 0.05$ , and the calculated value of 10.671 was greater than the t of table 1.983. Once the hypothesis is accepted, it can be concluded that the development of tourist villages (X1) can significantly affect the income of the local community (Y).

#### **Determination Coefficient test**

The magnitude of the correlation value / relationship (R) is 0.723. From this output, a determination coefficient (R Square) of 0.523 was obtained, which means that the influence of tourism village development (X1) on the income of the local community (Y) was 52.3%

## **DISCUSSION**

### **Development Of Tourism Villages To Increase Local People's Income**

The results of statistical tests show that the development of tourist villages has a positive and significant impact on the income of local communities. This means that the income of the local community will increase if the development of tourist villages runs well and effectively

By utilizing local potential, the development of tourist villages is a great opportunity to improve the village economy. However, to succeed, it requires the right strategy and cooperation between the government, the community, and the private sector. With careful planning and the implementation of the concept of sustainable tourism, tourism villages can become attractive destinations while contributing to the welfare of the local community.

This research is in line with the theory put forward by (Silooy et al., 2020) who said that the development of Pujon Kidul Tourism Village has had an influence on the income of the people of Pujon Kidul Village. Before and after the construction of tourist attractions, people's income

increased, and due to the large demand from visitors, business opportunities and jobs were created. As a result, when tourists come to a place, people will have the opportunity to start offering services and needs related to tourism. The results of this study are also in line with the results of research conducted by (Liputo et al., 2023) The results of this study show the value of the correlation coefficient (R) with the interpretation of the Very Strong influence. Variable X (Development of Tourism Villages) has an influence of 79.6% on variable Y (Increase in Community Income), based on the value of the determination coefficient (Rsquare).

## CONCLUSION

Based on the results of the research and analysis that has been carried out, it can be concluded that the results of the t-test, the variable of Tourism Village Development (X1) has a partial significant influence on the income of the local community in the Tamboke Nature Bath. Thus, hypothesis 1 is accepted.

This study demonstrates that the development of a tourism village in the Tamboke Natural Bath has a positive and significant impact on increasing local community income, contributing 52.3% to the variance. The findings confirm that strategic tourism development, supported by adequate infrastructure and community participation, directly improves economic welfare. Theoretically, this research strengthens the concept that tourism village development not only boosts economic growth but also aligns with principles of social, economic, and democratic justice in rural governance. Practically, it highlights the need for integrated efforts between local government, communities, and private stakeholders to ensure sustainability. Challenges remain in the form of delayed reporting, suboptimal web-based systems, budget transfers, and limited village security programs, which must be addressed to maximize benefits. For future research, scholars could expand the model by incorporating other socio-cultural variables, testing its applicability across different rural contexts, and exploring the long-term effects of tourism governance integration. This study contributes a combined framework of tourism development and financial governance, offering a replicable model for rural economic empowerment and sustainable community welfare.

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