

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion of Research

The purpose of this study was to examine the influence of Community Perceptions, Emotional Solidarity, and Community Support could affect Sustainable Tourism Development on the Green Talao Park tourism village. This research was conducted using a quantitative approach which included primary data collection, which was obtained from the community at the Green Talao Park tourism village.

Questionnaires were distributed directly through the community around Nagari Ulakan for 165 respondents. In the 7 research hypothesis formulations, various tests such as descriptive analysis, evaluation of measurement models (convergent validity, discriminant validity, and reliability tests), evaluation of structural models (R-Square) and hypothesis testing were carried out using SmartPLS 4.0. After all the data was successfully collected and processed using SmartPLS 4.0 and Microsoft Excel. The following conclusion from this study are based on the results of data processing that has been done:

1. Community Perceptions have a positive and significant effect on the Sustainability of Tourism Development. So that in this study there is a direct influence between community perceptions and sustainability of tourism development. The public's perception of the Green Talao Park

tourism village is influenced by what they see in their area of tourism development. The community at the Green Talao Park tourism village already feels that more benefits will be obtained, so the community will support the development of tourism at the Green Talao Park tourism village.

2. Emotional Solidarity has a positive and significant effect on the sustainability of tourism development. So that in this study there is a direct influence between Emotional Solidarity and Sustainable Tourism Development. This means that the community's Emotional Solidarity with the Green Talao Park tourism village significantly predicts their level of attitude towards tourism contributions, indicating that those who develop affective bonds with tourists tend to recognize the benefits of tourism in their communities. Thus, emotional solidarity can positively develop positive perceptions and sustainable tourism development towards Green Talao park tourism village (Moghavvemi et al., 2017).
3. Community Perceptions have a positive and significant effect on Community Support. This indicates that the increasing Community Perceptions of the community will increase the Community Support of the community at the Green Talao Park tourism object.
4. Emotional solidarity has a positive and significant effect on Support of Community. This proves that the better the community's emotional solidarity, the more support of the community will increase.
5. Support of Community has a positive and significant effect on the

sustainability of tourism development. This shows that the higher the implementation of Support of Community, the higher the sustainability of community tourism development. Support of Community at the Green talao park tourist attraction is fundamental in tourism so that the goals of sustainable tourism development can be achieved. Without the Support of Community, sustainable tourism will not be achieved because the community is the main actor in sustainable tourism. Through the support of 47 communities, sustainable tourism development will be achieved.

6. Support of the Community is able to partially mediate the influence of community perceptions on the sustainability of tourism development at the Green talao park tourist attraction. Thus, the existence of support from the community can strengthen the relationship between community perceptions of sustainability tourism development at the Green Talao Park tourist attraction. Tourism can influence people's values and the behavior, lifestyle, and quality of life of residents (Huang and Hsu 2005; Jaafar, Rasoolimanesh, and Ismail 2017).

7. Support of the Community is able to fully mediate the influence of Emotional solidarity on the sustainability of tourism development in the green talao park tourist attraction. That is, the Support of Community in this study can strengthen the relationship between the Support of Community. The local residents of the green talao park tourist attraction already feel emotionally connected with visitors, so they are more likely to recognize and support the positive effects of tourism on their community

for sustainable tourism development.

5.2. Implications of Research

Based on the research results that have been obtained, there are several implications for the community of Green Talao Park. Here is the description:

1. This research is expected to be a theoretical reference or study for further research related to the scope of Tourism Management. This research explores the implications of community perceptions, emotional solidarity, community support and sustainability tourism development. This research is expected to be able to improve and broaden knowledge to increase a better understanding of community perceptions, emotional solidarity, community support and sustainability tourism development.
2. This research is expected to be useful for tourism marketers, in terms of offering low-risk tourism when traveling. Tourism marketers need to consider community perception factors by making better plans for sustainable tourism development, such as providing a safety environment for tourists that can help them reduce perceived risks. Because with community perceptions, emotional solidarity, community of support, the Green Talao Park community will direct them towards sustainable tourism development.
3. This research is expected to be useful for tourism marketers and stakeholders so that they can contribute to tourism management. By understanding how community perceptions, emotional solidarity, support of community to the community and tourists in the green talao park.

Policy makers and tourism organizations can assist in adopting and providing better solutions on how to create a pleasant and safe environment for tourists by always providing positive community support.

5.3. Research Limitations

Based on the research that has been done, the results of this study still have many shortcomings and have limitations that might affect the desired results, because of these limitations it is hoped that more attention will be given to future researchers, where the weaknesses that researchers encounter include:

1. This study focuses only on Green Talao Park, which could limit the generalizability of the findings to other locations or contexts. The specific characteristics of this park and its community may not be representative of other sustainable tourism destinations.
2. Because the research is based on a particular sample of local residents, there may be biases in the data collection method itself. For example, the opinions and perspectives of individuals who choose to take part might not completely mirror the larger community or tourist population.
3. According to the literature (Sharpley, 2014), extrinsic factors (such as the stage of tourism development and the sort of tourism) and intrinsic factors (such as inhabitants' perceptions of tourism) influence citizens' perceptions of travel (e.g economic dependency on tourism and the distance from tourism areas). As an illustration, people who depend on tourism for their livelihood might support it more than people who don't.
4. The relationship between the Emotional Solidarity Scale (ESS) and

Sustainable Tourism Development was only briefly discussed in this study's direct effects. Despite these drawbacks, the future looks promising when attempting to explain community behavioral intents to assist tourism development by considering both emotional solidarity and theory of planned behavior characteristics. As long as the voice of the residents is recognized and destinations purposefully and pro-actively plan for tourism, continued work to understand community opinions regarding tourism may go a long way toward promoting sustainable tourism.

5.4 Research Recommendations

From the limitations of researchers in completing this research, there are several suggestions for further researchers with similar topics, namely as follows:

1. Future research should investigate the conclusions of this study. For instance, in the cognitive appraisal process assessing the effect on wellbeing and stimulation residents' emotional response to tourists and tourism support, perceptions of community tourism impacts and positive environmental impacts appear to be significant factors in comparison to negative environmental impacts.
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3. Future studies should examine the direct impact of the Emotional Solidarity Scale (ESS) on both behavioral intentions and actual conduct to assist the growth of the tourism industry. Future studies should also consider the attitudinal scale as a mediator for the association between behavioral intentions and the ESS.
4. Include a range of stakeholders in the study process, such as locals, government agencies, and environmental organizations. Involving stakeholders can promote cooperation and support for sustainable tourism projects, as well as increase the study's relevance and application.
5. Future research should plan and carry out intervention studies to evaluate the efficacy of strategies targeted to strengthen community support for the growth of sustainable tourism. This could involve policy measures, educational activities, or community-based projects that focus on important variables found in the study.
6. A regular evaluation of public views is necessary to determine the direction of future study since public perception tends to be easily influenced or altered by outside forces. Future study could be conducted throughout a development cycle to increase efficiency.

