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How Support for Heritage Tourism Development Relates to Community Attachment and Economic Dependence on Tourism – Investigating the Mediating Effect of Community Awareness

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This study determines the role of community awareness as a mediating variable between community attachment and support for heritage tourism development. Besides, this study also investigates whether the relationship between economic dependence on tourism and support for heritage tourism development is mediated by community awareness. This study uses primary data to gather through the form of online survey. Ninety-two respondents participated in this study. The data is analyzed using smart-pls 3.2.7 version. The study finds that community awareness fully mediated the relationship between economic dependence on tourism and support for heritage tourism development. In addition, the complementary-mediation role of community awareness and community attachment and support for heritage tourism development is also documented. Practical and theoretical implications are discussed in this paper.

Key words: *Cummunity attachment, economic dependent on tourism, community awareness, support for heritage tourism development.*

Background

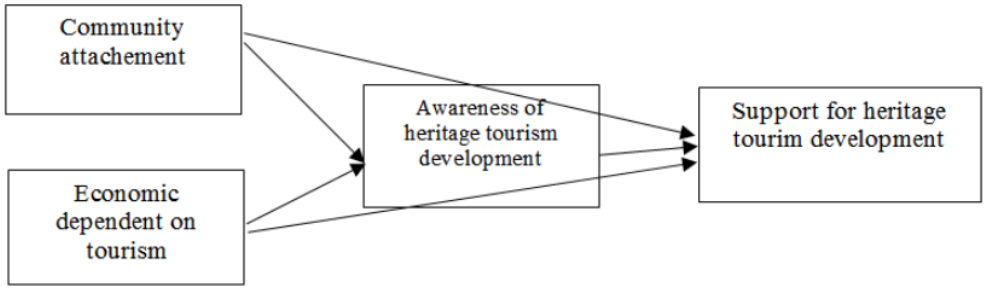
United Nation World Tourism Organization (UNWTO) predict that international tourism will be growing in a steady number in the next two decades (2010-2030) (Wu & Li, 2017). In the number of international tourism, arrivals worldwide would increase by an average of 3.3% a year (Wu & Li, 2017). Heritage tourism is a highly significant component of the tourism sector worldwide (Poria, Butler, & Airey, 2003). (Poria et al., 2003) add that local tradition, including lifestyle, cuisine and dances, arts and crafts, as well as built heritage, such as museums, buildings, and parks, serve as key attractions in the heritage tourism industry. Heritage tourism, like other leisure and tourism activities, has been considered as an experimental consumption to a great extent (Chen & Chen, 2010). Heritage tourism is perceived as a means of economic development that reaches growth through attracting foreign tourism who are driven by an interest in the historical, artistic, and cultural offerings of a community, region, group, or institution (Silberberg, 1995). (Chen & Chen, 2010) add that heritage tourism is one type of prevalent special interest tourism and usually related to the domains of culture tourism and urban tourism.

The development of heritage tourism has been happening all over the world, and it has faced significant success such as Catalonia (Palau-saumell, Forgas-coll, Sánchez-garcía, & Prats-planagumà, 2012), China Town in Singapore (S. Lee, Phau, Hughes, Li, & Quintal, 2015), Macau (Wu & Li, 2017), and Tainan city (Chen & Chen, 2010). In Indonesia, there are few world heritage site have been developed, such as Borobudur temple, Komodo National Park, etc. There are several Indonesia sites/object that have been nominated as world heritage sites by UNESCO, such as the Ombilin Coal Mining Heritage of Sawahlunto (OCMHS). Since the local and central government introduced this initiative, there have been no studies conducted. There are several streams of heritage tourism research: culture destination attributes and tourism industry sustainable. The studies about the destination attribute has been done by several previous researchers (Cevdet & Erkut, 2015; Sharma & Nayak, 2018; Stylos, Vassiliadis, Bellou, & Andronikidis, 2016; Yin, Chew, & Jahari, 2014). However, the study on tourism industry sustainability is still limited. The importance of heritage tourism industry sustainability is very important to be investigated. Since there is evidence that several tourism sites that have been developed but did not attract the tourism coming to those sites. Therefore, the study about social awareness as an antecedent of social support for tourism development is necessary to be conducted.

Previous studies about the societal support for tourism development have been done by several researchers (Chen & Chen, 2010; T. H. Lee, 2013; Perdue, Long, & Allen, 1990; Sirakaya, Teye, & Sonmez, 2002; Stylidis, Biran, Sit, & Szivas, 2014). (Chen & Chen, 2010) analyse the effect of community attachment, economic dependence on tourism, perceived positive tourism impacts, perceived negative impact on support for tourism development. (T.

H. Lee, 2013) assess the community support for sustainable tourism development in Southwest Taiwan and conclude that community involvement and community attachment are significant factors affecting the support for sustainable tourism development. (Perdue et al., 1990) investigate the relationship between rural residents' perception of tourism impacts and support for tourism development among the Colorado community. (Sirakaya et al., 2002) analyse the determinants of support for tourism development (hospitality industry, and infrastructure and tourism attraction development) in Ghana. (Stylidis et al., 2014) investigate the Kavala's community support for tourism development. Based on previous studies, the relationship between input variables, such as community attachment, and support for tourism development, is not consistent. Besides, there is a limited study investigating resident support for tourism development using Indonesia's tourism development sites. Therefore, there might be a mediating variable between these input variables and support for tourism development. Awareness is a variable that mediates the relationship between community attachment & economic dependence on tourism and support for tourism development. Therefore, this study investigates the role of awareness of heritage tourism development as mediating variable between community attributes (attachment and dependent on tourism) and support for heritage tourism development using the case of Ombilin Coal Mining Heritage of Sawahlunto (OCMHS). Therefore, this study aims to investigate the role of society awareness of heritage tourism development as mediating variables between (i) community attachment and support for heritage tourism development, and (ii) economic dependent on tourism and support for heritage tourism development. Thus, the proposed research framework is demonstrated in Figure 1. This research paper is organised as follow: first session is background of study. Second session is discussed about material and method. Following third session is about result and discussion. final session is discussed about conclusion and recommendation.

Figure 1. Research framework



Description of the Nominated Property

The nominated World Heritage property of the Ombilin Coal Mining Heritage of Sawahlunto is a serial nomination. It comprises twelve component parts with a total of twenty-four attributes of potential outstanding universal value. The twelve component parts are clustered

in three geographically-distinct but functionally-integrated areas, which together formed an innovative and globally- pioneering technological ensemble for the extraction, processing, and transport of coal from the rich but remote Ombilin Coal Fields in Central West Sumatra, across mountainous jungle terrain, to port facilities on the Indian Ocean. Delineation of each nominated area has been suited to the distinct characteristic of each component. The three areas of the nominated property are (i) area A (Sawahlunto Mining Site and Company Town), (ii) area B (Railway Facilities and Engineering Structures), and (iii) area C (Coal Storage Facilities at *Emma haven* Port).

Area A is an area that incorporates six of the twelve components of this serial nomination and contains eighteen of the twenty-four identified attributes of potential outstanding universal value. Area A is the site of the geologically-extensive but geographically-inaccessible Ombilin Coal Fields in central West Sumatra. The nominated property components in Area A include a total of 10 km of underground mining tunnels and their related above-ground structures for the extraction and processing of coal. Area A also includes the company mining town of Sawahlunto, purpose-built adjacent to the mines by the Ombilin Mining Company to house company mining engineers, miners, their families, and support staff.

Area B comprises the 155- km long mountain railway corridor with its inventive rack-railway linking the Ombilin mines to *Emma haven* Port. Five of the twelve component parts of this serial nomination, and five of the twenty-four identified attributes of potential outstanding universal value are located in Area B. In addition to the rail track itself, these attributes include railway bridges, tunnels, and three stations along its route. Finally, Area C comprises the historic *Emma haven* Port with its facilities for the storage and transshipment of the coal from the Ombilian mines. It is located on Sumatra's west Indian Ocean coast. *Emma haven* Port area comprises one of the twelve components of this nominated serial property and contains one of the twenty-four identified attributes of the property's potential outstanding universal value. Up to twenty-four attributes spread over in these three areas have been carefully selected as structures that embodied the two Outstanding Universal Values of the nominated property. The distribution of attributes within the three areas is based on their geographical proximity, socio-historical, and functional logic of the area. The attributes are summarised in the following table.

Table 1: List and distribution of the 23 attributes in the three proposed areas of the nominated property

Area and Component Part	Attributes	Typology
Area A. Sawahlunto Mining Site and Company Town		
A.1. Soengai Doerian Mining Site	A.1.1. Doerian Mining Pit Compound	Site
	A.1.2. Pandjang Mining Pit Compound	Site
	A.1.3. Soengai Doerian Mining Pit	Site
	A.1.4. Loento Mining Pit Compound	Site
	A.1.5. Mijnbouw School	Building
	A.1.6. Coal Processing Plant Compound	Site
A.2. Ombilin Railways Transportation	A.2.1. Sawahlunto Station	Site
	A.2.2. Kubang Sirakuak Power Plant	Structure & Building
	A.2.3. Kalam Railway Tunnel Compound	Site
	A.2.4. Muara Kalaban Station	Site
A.3. Company Town	A.3.1. Mining Adminsitrative Compound	Group of
	A.3.2. Labour Quarters Compound	Site
	A.3.3. Health Facilities	Site
	A.3.4. Market	Site and Group of Buildings
	A.3.5. Supporting Facilities	Site and Group of Buildings
A.4. Salak Power Plant and Rantih Water Pumping Station	A.4.1. Salak Power Plant Compound	Site
	A.4.2. Rantih Water Pumping Station Compound	Site
Area B. Railways Facilities and Engineering Structures		
B.1. Rack Railways System	B.1.1. Rack Railway System	Site
B.2. Batu Tabal Train Station	B.2.1. Batu Tabal Train Station	Site
B.3. Padang Pandjang Train Station	B.3.1. Padang Pandjang Train Station	Site
B.4. Tinggi Bridge	B.4.1. Tinggi Bridge	Site
B.5. Kayu Tanam Train Station	B.5.1. Kayu Tanam Train Station	Site
Area C. Port		
C.1. Silo Gunung	C.1.1. Silo Gunung Coal Storage	Building and Site

Source: Nomination Dossier (2017)

Material and Method

The research object is Sawahlunto's society. Primary data is used in this study and gathered through an online survey. There are three kinds of latent variables: dependent variable (support for heritage tourism development), independent variables (community attachment and economic dependent on tourism), and mediating variable (awareness of heritage tourism development). Items that indicate support for heritage tourism development are taken from (Ko & Stewart, 2002). In addition, community attachment (3 items) and economic dependence on tourism (2 items) are adapted from (Kasarda & Janowitz, 1974; Ko & Stewart, 2002). Awareness has 1 item (I am aware of Ombilin Coal Mining Heritage of Sawahlunto being developed as world heritage tourism). All variables are measured by a five-scale Likert-type scale (1=strongly disagree, and 5=strongly agree). The data is analysed using SEM-PLS. Smart-pls is applied and there are two model assessments in smart-pls: measurement model and structural model (J. F. Hair, Hult, Ringle, & Sarstedt, 2017). Convergent and discriminant validity is assessed for the measurement model (Wong, 2013). Convergent validity would assess the outer loading, composite reliability, Cronbach's alpha, and average variance extracted (J. Hair, Sarstedt, Hopkins, & G. Kuppelwieser, 2014). The discriminant validity is assessed by using the Fornell-Lacker criterion (Fornell & Larcker, 1981), cross-loading (Henseler, Ringle, & Sarstedt, 2015) and Heterotrait-Monotrait ratio (J. F. Hair et al., 2017; Henseler et al., 2015). The mediating role is assessed using (Zhao, Lynch, & Chen, 2010)'s approach.

Results and Discussion

Demographic Data

This session discusses results and discussion. There are ninety-two respondents who participated in this study. Concerning gender, forty-eight respondents (52.17%) are male, and the rest are female (47.83%). According to respondent's education, the respondents are dominated by senior high school graduation (36.96%), and the rest have obtained bachelor degree graduation (30.43%), diploma graduation (15.22%), master level graduation (11.96%) and other graduation (5.43%). Based on respondent's occupation, respondents are working as government agents (25.00%), entrepreneurs (9.78%), students (30.43%), and others (34.78%). Finally, respondents with an income of less than Rp. 3 million is represented by fifty-eight respondents (63.04%), and the rest is above Rp. 3 million (36.96%). Detail demographic data is demonstrated in Table 1.

Table 1: Demographic data

Demographic	Category	Number	%
Gender	Male	48	52.17
	Female	44	47.83
Education (Graduated)	Senior high school	34	36.96
	Diploma	14	15.22
	Bachelor	28	30.43
	Master	11	11.96
	Others	5	5.43
Occupation	Government servant	23	25.00
	Entrepreneur	9	9.78
	Students	28	30.43
	Others	32	34.78
Income	< Rp. 3 Million	58	63.04
	Rp 3.1 to Rp. 6 Million	23	25.00
	Rp. 6.1 to Rp. 9 Million	8	8.70
	> Rp. 9 Million	3	3.26

Measurement Model Assessment

As mention in the previous session, there are two assessments in smart-pls: measurement model and structural model. Measurement model assessment consists of convergent validity and discriminant validity. The result of convergent validity is shown in Table 2 below. There are four properties that we use to assess the convergent validity: outer loading, Cronbach's alpha (CA), composite reliability (CR), and average variance extracted (AVE). The construct of community attachment has three items, and all items have a value of outer loading above 0.700 (Hulland, 1999). In addition, CA and CR's value is greater than 0.700 (Bagozzi & Yi, 1988), and AVE's value also indicate the value above 0.500 (Bagozzi & Yi, 1988). It can conclude that the measurement model for community attachment has adequate convergent validity. The second construct also indicates the better outer loading (>0.700), good CR, and CA (>0.700), and the value of AVE is greater than 0.500. The construct of support for heritage tourism development shows the outer loading of above 0.700 (Hulland, 1999) with CA and CR above 0.700 (Bagozzi & Yi, 1988). further, awareness also has an item with outer loading above 0.700 (Hulland, 1999). Thus, the construct of awareness also has CR and CA greater than 0.700 (Bagozzi & Yi, 1988). The value of AVE also indicates the value above 0.500 (Bagozzi & Yi, 1988). Based on above properties, we can conclude that convergent validity is achieved.

Table 2: Measurement model assessment Convergent validity

Construct	Items	outer loading	Cronbach's Alpha	Composite Reliability	AVE
community attachment	ca1	0.902	0.916	0.947	0.856
	ca2	0.936			
	ca3	0.937			
economic dependent on tourism	edt1	0.923	0.809	0.913	0.84
	edt2	0.910			
support for heritage tourism development	std1	0.955	0.881	0.943	0.893
	std2	0.935			
awareness	Awa	1.000	1	1	1

The second validity test for the measurement model is discriminant validity. There are three criteria normally used to assess the discriminant validity: Fornell-Lacker, cross-loading, and Heterotrait-Monotrait ratio. Table 3 provides us with a discriminant validity test using the Fornell-Lacker criterion. The square root of a construct must be higher compared to the correlation of this construct with other constructs (Fornell & Larcker, 1981). For example, the square root of community attachment's AVE (0.925) is higher than community attachment correlation with economic dependence on tourism (0.578) and support for heritage tourism development (0.454). Therefore, the requirement is reached, and it can conclude that discriminant validity is achieved.

Table 3: Measurement model assessment Discriminant validity-Fornel-Lacker Criterion

construct	AWA	CA	EDT	STD
awareness	**1**			
community attachment	0.503	**0.925**		
economic dependent on tourism	0.436	0.578	**0.916**	
support for heritage tourism development	0.450	0.454	0.241	**0.945**

The second criteria for discriminant validity is cross-loading. Loading an item should be higher to the assigned construct compared to other constructs (Henseler et al., 2015). Table 4 shows the result of cross-loading for all items. Items for community attachment (ca1, ca2, and ca3) have a higher loading to community attachment construct (bold) compared to other constructs (not bold). In addition, it also happened to other items highly loaded to their assigned construct. Therefore, it can be concluded that discriminant validity is achieved.

Table 4: Measurement model assessment Discriminant Validity-Cross Loading

Items	AWA	CA	EDT	STD
ca1	0.424	**0.902**	0.524	0.460
ca2	0.439	**0.936**	0.613	0.360
ca3	0.526	**0.937**	0.479	0.434
edt1	0.418	0.502	**0.923**	0.224
edt2	0.381	0.560	**0.910**	0.218
std1	0.456	0.463	0.226	**0.955**
std2	0.390	0.389	0.230	**0.935**
Awa	**1.000**	0.503	0.436	0.450

The third criterion for discriminant validity is the Heterotrait-Monotrait ratio (HTMT). The HTMT ratio refers to average heterotrait-heteromethod correlations relative to the average monotrait-heteromethod correlation (J. F. Hair et al., 2017; Henseler et al., 2015). HTMT ratio should be less than 0.85, which indicates that discriminant validity is achieved (Kline, 2011). Table 5 demonstrates the result of the HTMT ratio, and it can be concluded that the discriminant validity is reached, and it supports the result of the Fornell-Lacker criterion and cross-loading.

Table 5: Measurement Model Assessment Discriminant validity- Heterotrait-Monotrait ratio (HTMT)

Construct	AWA	CA	EDT	STD
awareness				
community development	0.523			
economic dependent on tourism	0.484	0.678		
support for heritage tourism development	0.477	0.499	0.286	

Structural Model Assessment

A structural model assessment is discussed in this session. Table 6 provides us with a result of the structural model assessment. Before assessing the effect of latent independent variables on the latent dependent variable, it needs to assess the predictive relevance (Q^2) and predictive power (R^2). Using smart-pls for prediction purposes requires a measure of predictive capability, and it suggested that it should use Blindfolding (Q^2). The value of Q^2 should be higher than 0, and it indicates that exogenous variable has predictive relevance for endogenous constructs under consideration. The Q^2 values for community attachment and support for heritage tourism development are 0.241 and 0.220, respectively. Both are categorised as medium predictive relevance. In addition, PLS-SEM aims at maximizing R^2 of the endogenous variable in a path model (J. Hair et al., 2014). The value of R^2 is 0.285 and

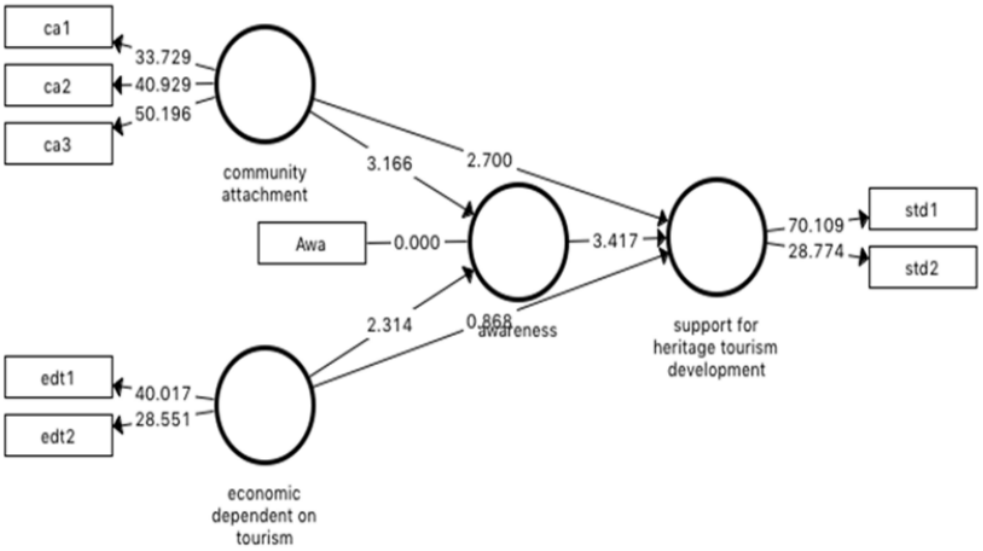
0.279, respectively for the endogenous construct of community development and support for heritage tourism development. Both R^2 are classified as weak predictive power (J. Hair et al., 2014).

Table 6: Assessment of Structural Model

endogenous construct	Q square	decision	R square	decision
community attachment	0.241	Medium	0.285	weak
support for heritage tourism development	0.220	Medium	0.279	weak
relationship	path coef.	t statistic	p value	decision
awareness -> support for heritage tourism development	0.317	3.417	0.001	Significant
community attachment -> awareness	0.377	3.166	0.002	Significant
community attachment -> support for heritage tourism development	0.353	2.700	0.007	Significant
economic dependent on tourism -> awareness	0.218	2.314	0.021	Significant
economic dependent on tourism -> support for heritage tourism development	-0.102	0.868	0.386	Not-significant

Five direct effects are being tested before proceeding to the test of awareness role as a mediating variable. Out of five direct relationships, only four have a significant effect. First, the effect of awareness on support for heritage tourism development is significant (β=0.317, p-value=0.001). Second, the relationship between awareness and support for heritage tourism development is also significant (β=0.377, p-value=0.002). The third finding, there is a significant relationship between community attachment and support for heritage tourism development β=0.353, p-value=0.007). Fourthly, there is a significant relationship between economic dependence on tourism and awareness (β=0.218, p-value=0.021). However, the effect of economic dependence on tourism and support for heritage tourism development is not significant (β=-0.102, p-value=0.386). figure 2 demonstrated the structural model assessment.

Figure 2. Structural model assessment



Mediation effect of awareness on the relationship between (i) community attachment and support for heritage tourism development, and (ii) economic dependent on tourism and support for heritage tourism development. To test this mediation role, we use the mechanism proposed by (Zhao et al., 2010). There should be only one requirement to establish mediation (i.e. the indirect effect (a x b) is significant and no need for significant "effect to be mediated" (path c) (Zhao et al., 2010). The result for the first research objective is that there is partial mediation (complimentary-mediation) between community attachment and support for heritage tourism development. It is because there is a significant indirect effect and direct effect. In addition, these effects have the same direction (positive). Further, the second research objective is to test the role of awareness as a mediation variable between economic dependence on tourism and support for heritage tourism development and it can be concluded that there is full-mediation role of awareness as mediating variable. Table 7 provide us with the result of mediating role of awareness.

Table 7: Assessment of Mediation Effect

relationship	p-value of indirect effect	p-value of direct effect	direction	conclusion
community attachment -> awareness -> support for heritage tourism development	0.020**	0.007***	same	complimentary-mediation
economic dependent on tourism -> awareness -> support for heritage tourism development	0.081*	0.386	-	Full-mediation

Note: *,**, and *** indicate significant at 10%, 5% and 1%.

There are two research objectives in this study. The first is to investigate the role of awareness as a mediating variable between community attachment and support for heritage tourism development. The second research objective is to investigate the role of awareness as a mediating variable between economic dependence on tourism and support for heritage tourism development. The results show that awareness successfully plays as partial mediation between community attachment and support for heritage tourism development. Besides, society awareness also has a full-mediation relationship between economic dependence on tourism and support for heritage tourism development.

Conclusion and Recommendation

Tourism development is an important policy to have a commercial tourism destination in rural or urban. But, tourism development very much depends on the local community to support it. One of the factors that influence the local community support for tourism development is awareness. However, less attention has been paid to it, especially heritage tourism development. This study concludes that society awareness fully mediates the relationship between economic dependence on tourism and support for heritage tourism development. In addition, this study also identified the successful role of society awareness (complementary- mediation) as a mediating variable between community attachment and support for heritage tourism development. The significant role of societal awareness as a full mediation between economic dependence on tourism and support for heritage tourism development implies that to increase the local community support for heritage tourism is to build the societal awareness. In addition, the social awareness could be built through economic dependence on tourism. Therefore, the government has to formulise the policy that improves the economic dependence on tourism. For example, the government can make the community income is closely tied to the tourism industry. Further, the complementary-mediation role of awareness between community attachment and support for tourism development has the implication that the government should develop the community forum in

tourism by offering the societies to participate and involve in tourism activities. Thus, they would be familiar with community affairs and finally are aware of tourism development as well as support for tourism development. However, these findings are limited by the use of the limited number of samples. Therefore, it is recommended that further investigation be undertaken should add more samples in order to gain a robust result.

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