

Local Community Support Towards Creative Tourism Development of Mojokerto City, Indonesia

Journal of Tourism, Hospitality & Culinary Arts (JTHCA)
2024, Vol. 16 (1) pp 122-138
© The Author(s) 2024
Reprints and permission:
UITM Press
Submit date: 30th October 2023
Accept date: 21st December 2023
Publish date: 30th April 2024

Daniel Budi Christiawan

Noorhaiza Bt Masri*

School of Hospitality, Tourism, and Culinary Arts

University of Wollongong Malaysia, 40150 Shah Alam, Selangor

noorhaiza.m@uow.edu.my

Dina Hariani

Sekolah Tinggi Pariwisata Bogor, Indonesia

Proposed citation:

Christiawan, D. B., Masri, N. B., & Hariani, D. (2024). Local Community Support Towards Creative Tourism Development of Mojokerto City, Indonesia. *Journal of Tourism, Hospitality & Culinary Arts*, 16(1), 122-138.

Abstract

Tourism development is known for bringing both positive and negative impacts on the local community that influence their level of support towards future development. This research is conducted to assess the local community level of support towards creative tourism development in Mojokerto city. Utilizing Social Exchange Theory (SET), this paper examines the tourism impacts in Mojokerto city. SET framework mentioned that when tourism development benefits exceed its cost the local community will have a positive attitude towards tourism and will support further tourism development. Moreover, economic benefits, environmental impacts, and social support are the three variables used to quantify the level of support toward creative tourism development. A particular context was studied, that is, in the times of Covid-19. A quantitative approach and stratified random sampling are applied and a total of 104 respondents were collected in 3 main districts namely Magersari, Prajurit Kulon, and Kranggan. A questionnaire containing 4 sections was distributed and descriptive statistics were utilized to analyze the data. The findings of this study reveal that creative tourism development in Mojokerto city has generated more positive impact than negative in all three variables. It is found that creative tourism plays an important role in economic development, leaving minimal environmental damage, and does not modify the local culture and lifestyle. Consequently, the local community of Mojokerto city has a high level of support towards creative tourism development. This study makes a significant contribution to the community's perception and support for creative tourism, as well as practical implications in terms of future creative tourism development.

Keywords:

Creative Tourism, Support, Tourism Development, Social Exchange Theory, Mojokerto City, Indonesia

1 Introduction

Domestic tourism contributes as the driving forces of the tourism destination recovery. In Indonesia, the number of international tourist arrivals decreased from 16,11 million visits in 2019 to 4,05 million in 2020 (Badan Pusat Statistik, 2021). As a result, the total contribution of travel and tourism to Gross Domestic Product (GDP) also decreased from 5.9% in 2019 to 3.2% in 2020. Therefore, domestic tourism seen as a vital role in the recovery of the post-pandemic tourism sector for the country (Ginting et al., 2023; Shofa, 2022). In line with that, creative industries and tourism sectors is able to produce a new tourism destination as well as to generate a new perspective to the destinations (Ardhala et al., 2016; Pavliuk, 2023; OECD, 2014). Thus, there is no doubt that the creative industries and tourism development creating and increasing the employment in an area with limited tourism assets, forming the destination brand, to encourage the community to be more interaction with the visitors (Hermatara, 2011). One of the regions that apply merging creative industries and tourism sector to generate a new tourism is Mojokerto City. The city is the smallest town in the East Java Province, has an area 16.45km² and it consist of 3 main districts namely Magersari, Prajurit Kulon, and Kranggan (Figure 1).



Figure 1: Map of East Java Province

Mojokerto has a lot of culture and heritage sites that make it attractive to visit (Basalamah & Mawardi, 2022; Wardana et al., 2020). The territory of Mojokerto is divided into two, which are city and regency. Mojokerto regency is known as a tourism destination for its cultural and natural tourism. The tourism development in Mojokerto city carries the slogan Spirit of Majapahit (Setiawan, 2021) which can be seen from the buildings that bring out the Majapahit style. Meanwhile, Mojokerto city has several man-made attractions and creative tourism. The creative industry in Mojokerto City is

spread throughout sub-districts with various types of creative industries, such as fashion, culinary, craft arts, interior design, and others. The city is also known for its footwear products and patented Batik patterns such as Satrio Manah, Terang Bulan and Micro Bolong. Likewise, the mayor of Mojokerto city is planning to develop the industry to actualize Mojokerto city as a tourism destination (Arlado, 2021). The creative industries such as footwear has been developing since 1994 and become the regional tourism leading industry in 13 villages such Prajuritjulon, Surodinawan, Blooto, Miji, Mentikan, Kranggan, Kedundung, Gunung Gedangan, Pulorejo, Megersari, Meri, Wates and Kauman. Besides footwear, there are a few creative industries has been listed as potential tourism attraction in the city (Guntur et al., 2014). Table 1 explain the details of creative tourism available in each district.

Table 1: Creative Industry in Mojokerto City

Creative industry in Mojokerto	District	Remarks
Shoes, purses, and handbags crafts	Prajuritkulon	A number of creative industry commodity activities took place in Prajurit Kulon, and part of the area has it nickname " <i>kampung sepahtu</i> ".
Batik craft		Popular with motive such as Surya Majapahit, Alas Majapahit, and Lerek Kali.
Craft statue Terracotta craft Cast brass handicraft Silver crafts Ship miniature	Kranggan	The uniqueness of the design and motive.
Culinary and food production (such as <i>onde-onde</i> and <i>keripik</i>)	Magersari	There is a special center for the food production, and it is become a culinary icon of the city

Source: Guntur et al. (2014); Perwisiari and Sukmawati (2020)

In line with that, the extended plan for developing Mojokerto city as a tourism destination was launched in 2019 under the Mojokerto City Tourism Development Master Plan 2019-2034 and The Spatial Plan of Mojokerto City 2012-2032 promotes the development of creative industries of the city. The purpose of this plan is to improve the quality and quantity of tourism destinations, effectively and responsibly communicating tourism through marketing media, creating a tourism industry that can drive the regional economy, developing tourism institutions and governance that can synergising

the tourism industry development, and effective, efficient, and professional tourism promotion. With the aim to increase the number of international and domestic tourists, direct employment in the tourism industry, and total Gross Domestic Regional Product (GDRP) in the tourism industry (Jaringan Dokumetasi dan Informasi Hukum (JDIH) Kota Mojokerto, 2019). On the other hand, one approach called The One Village One Product (OVOP) was carried out through the Ministry of Industry program since 2008 to develop the potential of small and medium industries, including the handicraft industry (Ardhala et al,2016) as well as to the local community economic development by utilizing local resources, local culture, and local wisdom (Hariani, 2019).

Furthermore, creative industries such as bamboo craft, footwear, batik, silver handicraft, and ship miniature have been a potential market in Mojokerto tourism and contributes almost 40% of Mojokerto manufacturing industry in 2019 and become a symbolic value towards the destination (Richards, 2020). Besides, the city has the potential for a creative sector in the processing industry, such as leather industry, leather goods, footwear, and miniature ships and limited natural resources of Mojokerto City as a tourism attraction is the main reason to use other creative sectors potential (Perwirasari & Sukmawati, 2020). However, the contribution of the creative industries in the city did not have a direct impact on the increase of tourist arrivals which may affect the local community attitudes to support tourism development. The influence of the number of tourist visits is significant for developing the tourism industry and local revenue so that domestic and foreign tourists are attracted to visit (Basalamah & Mawardi, 2022; Wardi et al., 2022) and as a result, positively contributes to local economy. Yet, there is a question on how local community perceived personal benefit from tourism development and later will support the future development particularly in creative industries? A study from Perwirasari & Sukmawati (2020) mentioned that the creative industry in Mojokerto city can be utilized as tourism attraction such as 703 fashions, 120 craft, and 660 culinary business. It is also in line with the aim of the Mojokerto city mayor to utilise creative tourism as part of the attraction (Khoirunnisa, 2021; Perwirasari & Sukmawati, 2020). Therefore, this research aims to investigate the level of local communities' perceived personal benefit gain from creative tourism as well as their support towards creative tourism development in Mojokerto City.

2 Literature Review

2.1 Creative Tourism

Creative tourism is a promising industry that is gaining traction in the global tourism market (Hung et al., 2016). According to (Duxbury et al.,2020), creative tourism is a promising approach for developing sustainable cultural tourism that is responsive to the local community's needs and interests. It balances the interests of both visitors and locals and offers small-scale activities that are well-suited to smaller communities. This sector has a rising positive impact on the development of a community's social, economic, and cultural settings and has aimed to contribute to sustainable development and increased community wellbeing, as an alternative to mass cultural tourism (Baixinho

et al., 2021). The rise of creative tourism fosters the development of a destination economy, has a beneficial impact on destination attractiveness, and contributes to a positive tourist experience (Chang et al., 2014; Dias et al., 2023). As a result, creative tourism attractions have become critical components in determining a destination's attractiveness (Hung et al., 2016). In Indonesia, creative tourism has not evolved optimally despite the fact it is easily found in many sites such as Yogyakarta and Borobudur temple area which in the end this industry has not been able to be a tourism that can afford creative industry products (Muhamad et al., 2021).

2.2 Social Exchange Theory

There is no doubt that through sustainable tourism development the welfare, economy and public health of the local community can be improved (Amerta et al., 2018). As tourism activity can stimulate economic activity, the living standards of the local people should be increased by the availability of employment opportunities. Tourism activities through creative industries contribute to the use of the cultural and resource potential of the region such as cultural traditions, historical and architectural heritage, and their direction for local economic development (Pavliuk 2023). Hence, the local community should have an active role in tourism development directly or indirectly. Besides, they should be involved as the subject and object of the tourism attraction itself. In order to explain the local communities positive and negative perceptions on tourism impacts (AP,1992), the Social Exchange Theory (SET) utilized in this study. The core of SET is in the principle of exchange activity between human behaviour and social interaction (Rashid, 2020). Moreover, the exchange process will happen once engaging parties have judgement on the benefit and cost of the interaction and this interaction sustain when both parties can obtain more benefits rather than the cost of exchange activity (Nunkoo, 2016). Studies from Rua (2020) also agree that local community support towards tourism development is influenced by perceived benefits and costs of tourism and those who did not support will react differently. Thus, perceived positive and negative impacts of tourism activities influence the local community support for future tourism development (Choi & Murray, 2010).

3 Methodology

This study utilises quantitative methods since the goal of the study is to investigate the level of local communities' perceived personal benefit gain from creative tourism as well as their support towards creative tourism development in Mojokerto City. This research was conducted through stratified random sampling and the survey was held in 3 districts of Mojokerto city namely Magersari, Kranggan and Prajuritkulon (see figure 2). According to Badan Pusat Statistik Kota Mojokerto in 2021 the total population of Mojokerto city is 132.434. From the total population, 56.588 (43%) are in Magersari , 40.693 (31%) are in Prajurit Kulon and 35.153 (26%) are in Kranggan.

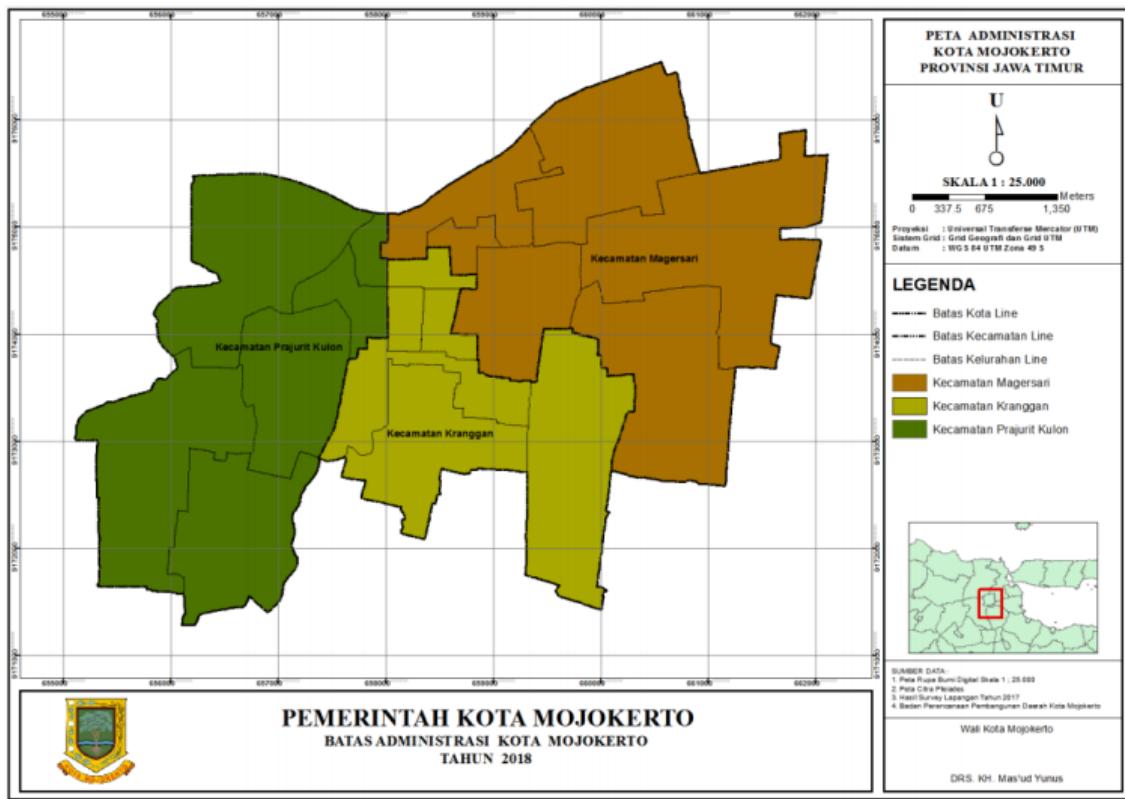


Figure 2: Mojokerto City and district

Source: Badan Pusat Statistik Kota Mojokerto (2021)

To determine the number of samples, a Raosoft sample size calculator will be utilized, and the result shows a sample size of 100 is needed to get a 9.78% margin of error. Margin of error indicates the number of percentages in which the number of results will differ from the real population value. In social research, the general margin of error ranges within 3% - 7%. An online questionnaire was distributed among the residents of Mojokerto city who are 18 years old and above by using Indonesian Language. Moreover, it consists of 5 sections which are demographic information, economic benefits, environment impacts, social supports, and support towards future tourism development which adapted and modified according to the study by Nunkoo (2016) and Muresan et al. (2016). The first section or demographic information will use multiple choice questions. While the rest of the section will be using a 5-point Likert scale. Likert scale is a set of statements offered for a real situation under study, participants are asked to show their level of agreement (1=strongly disagree, 2=disagree, 3=neutral, 4=agree, and 5=strongly agree) with the given statement on a metric scale (Joshi et al., 2015). In addition, the questionnaire was made through google form and the distribution of the questionnaire utilised social media platforms such as WhatsApp and Instagram throughout March 2022. Questionnaires were sent to families and friends who were residing in Mojokerto city by using snowballing techniques where the author's friends and relatives helped to distribute the questionnaires to other

residents in the city. The screening questions also has been used to identify the direct and indirect tourism related activities among the local communities.

4 Findings

4.1 Reliability test

A total of 50 respondent are used for the purpose of pilot test to ensure the reliability and validity of the questionnaire by distributing it to a small number of targeted respondents (Wright & So, 2021) and the test carried out by using SPSS software version 22. Cronbach's alpha is the common reliability test that can be carried out using SPSS. It is used to measure the internal consistency and verify that the questionnaire constructed fits the research purpose (Taber, 2017). Whereas it is expressed by the alpha value ranging from 0 to 1. A general rule of thumb is 0.6-0.7 considered as acceptable while 0.8 and higher is considered as good (Ursachi et al., 2015). On a similar note, Daud et al. (2018) stated that if the value is lower than 0.6 it is considered as unacceptable while 0.6-0.8 considered as moderate and 0.8 to 1 is considered very well. Table 2 shows the summary of construct and reliability scale result.

Table 2: Summary of Construct and Reliability Scale Result

Name of Construct	Number of Items		Coefficient Alpha
	Beginning	Excluded	
Economic Benefits	5	0	0.676
Environmental Impacts	5	0	0.867
Social Support	5	0	0.601
Support Towards Creative Tourism Development	5	0	0.922

4.2 Respondent Profile

Further, to obtain the socio-demographic information of the respondents, frequency and descriptive statistics will be used. To enable interpretation and comparison, descriptive statistics are used to describe aspects of sets of quantitative data (Sheard, 2018). Hence, the socio-demographic of Mojokerto city can be described and the level of the local community participation toward tourism activities can be determined.

Table 3: Socio-demographic Profile

Variables	Category	Sample Size=104 (n)	Percentage (%)
<i>Gender (Jenis Kelamin)</i>	Male (Pria)	48	46.2%
	Female (Wanita)	56	53.8%
<i>Age (Usia)</i>	18-39	69	66.3%
	40-59	30	28.8%
	>60	5	4.8%
<i>Education (Pendidikan Terakhir)</i>	Senior High School	62	59.6%
	Diploma	1	1.0%
<i>Occupation (Pekerjaan)</i>	Bachelor	30	28.8%
	Master and above	11	10.6%
<i>Place of Residency (Tempat Tinggal)</i>	Student (Pelajar)	21	20.2%
	Civil servant (PNS)	1	1.0%
<i>I am involved directly or indirectly in creative tourism related activity. (Saya terlibat secara langsung ataupun tidak langsung)</i>	Businessman (Pengusaha)	18	17.3%
	Others (Lainnya)	64	61.5%
<i>Place of Residency (Tempat Tinggal)</i>	Magersari	43	41.3%
	Kranggan	31	29.8%
	Parjurit Kulon	30	28.8%
<i>I am involved directly or indirectly in creative tourism related activity. (Saya terlibat secara langsung ataupun tidak langsung)</i>	Yes	55	52.9%

<i>dalam aktiviti parawisata)</i>	No	49	47.1%
---	----	----	-------

Table 3 shows the socio-demographic profile of 104 respondents from Mojokerto city local community. Furthermore, most respondents are female with 53.8% (n=56) while male is 46.2% (n=48). In terms of age, it is dominated by the 18-39 years old group with 66.3% (n=69) followed by 40-59 years old with 28.8% (n=30) and the rest of 4.8% (n=5) are more than 60 years old. Senior High School graduates has the highest percentage of education level by 59.6% (n=62) while the lowest percentage is diploma graduates 1% (n=1), bachelor graduates come in number 2 with 28.8% (n=30) followed by master graduates by 7.7% (n=8) and doctoral graduates with 2.9% (n=3). In addition, there are 20.2% (n=21) of students responds, 1% of civil servants (n=1), 18 businessman or equivalent to 17.3%, 25% (n=26) are employees and the majority of 36.5% (n=38) are having others occupation than mentioned in the questionnaires. Moreover, most of the respondents are the residents of Magersari district 41.3% (n=43) followed by Kranggan district with 29.8% (n=31) and Prajurit Kulon district with 28.8% (n=30). Lastly, 55 respondents or equivalent to 52.9% are either directly or indirectly involved in creative tourism related activity while the remaining of 47.1% (n=49) are not involved in any kind of creative tourism related.

4.3 Community Perception on Creative Tourism Impacts

According to the Table 4, the majority of the Mojokerto local community perceive that creative tourism brings positive economic benefits. Furthermore, improvement of standard of life ($m=4.44$), local business benefits from tourists' presence ($m=4.58$), and employment opportunities ($m=4.37$) are examples of positive impacts of tourism. In addition, they agree that creative tourism plays an important role in the economic development of the village ($m=4.65$). This is in line with the study by (Ginting et al., 2023) where creative tourism in the context of villages will enhance the economics of local community and important to develop entrepreneurship of the villages especially towards community-based tourism. However, the local community disagrees that creative tourism increases the cost of living in Mojokerto city ($m=2.95$). It is very likely that tourism did not inflate the cost of living as the tourism industry in Mojokerto city is still at an early stage whereas the number of tourists arriving is still low. Hence, tourism did not increase the cost of living. Despite of the positive economic benefits, most of the respondents disagree that creative tourism has brought negative environmental impacts. Furthermore, common negative environmental impacts due to tourism development such as natural environment damages ($m=2.21$), air pollution ($m=2.58$) and waste ($m=2.67$) are not felt within the local community of Mojokerto city. Yet, there is a neutral feeling for tourism causing congestion ($m=3.03$). Lastly, the local community of Mojokerto city agree that they do not feel uncomfortable living in tourist hotspots

($m=2.14$). The lack of creative tourism related construction brings minimal damage to the environment. Therefore, the local community perceives that creative tourism development has a low negative impact toward the environment.

Mojokerto city local community feels that creative tourism has more positive impacts on social support than the negative. This survey found that due to creative tourism development, the number of recreational activities has increased ($m=4.42$), shopping and restaurant options become better ($m=4.43$) and the local culture and lifestyle does not change ($m=4.61$). Meanwhile, most of the respondents have a neutral opinion that creative tourism has increased their pride in the local culture ($m=3.28$). The only negative social impacts found is tourism resulting in overcrowded situations that create unpleasant feelings within the local community ($m=2.97$). The centralization of creative tourism development in the Magersari district perhaps creates overcrowded situations within the area. Hence, most of the respondent that comes from Magersari district felt uncomfortable with the situation.

Table 4: Summary of Community perception on Creative Tourism Impacts

Variables	M	SD
Economic Benefit		
<i>Creative tourism plays an important role in the economic development of Mojokerto city</i> <i>(Pariwisata kreatif berperan penting dalam pengembangan ekonomi di Kota Mojokerto)</i>	4.65	0.635
<i>Creative tourism improves Mojokerto city residents' standard of life.</i> <i>(Pariwisata kreatif meningkatkan standar hidup masyarakat Kota Mojokerto)</i>	4.44	0.774
<i>Local business in Mojokerto city benefit the most from tourists.</i> <i>(Bisnis lokal di Kota Mojokerto paling diuntungkan dari kehadiran wisatawan)</i>	4.58	0.678
<i>Creative tourism creates new employment opportunity for the Mojokerto city residents.</i> <i>(Aktivitas pariwisata kreatif menciptakan lapangan pekerjaan baru di Kota Mojokerto)</i>	4.37	0.815
<i>Creative tourism results in an increase in the cost of living</i> <i>(Pariwisata kreatif mengakibatkan peningkatan harga kebutuhan pokok)</i>	2.95	1.135
Environmental Impacts		
<i>Development of creative tourism damages the natural environment in Mojokerto city.</i> <i>(Pembangunan pariwisata kreatif berdampak buruk bagi lingkungan alam di Kota Mojokerto)</i>	2.21	1.030

Creative tourism increases the air pollution in Mojokerto city. <i>(Aktivitas pariwisata kreatif meningkatkan polusi udara di Kota Mojokerto)</i>	2.58	0.992
Creative tourism produces more waste in Mojokerto city. <i>(Aktivitas pariwisata menyebabkan banyaknya limbah di Kota Mojokerto)</i>	2.67	1.047
Creative tourism causes congestion in Mojokerto. <i>(Pembangunan pariwisata kreatif menyebabkan kemacetan di Kota Mojokerto)</i>	3.03	1.038
Mojokerto city residents feel uncomfortable living in tourist hotspot. <i>(Warga Kota Mojokerto merasa tidak nyaman untuk tinggal di sekitaran daerah pariwisata)</i>	2.14	0.929

Social Supports

Creative tourism provides more recreational activities for residents in Mojokerto city. <i>(Pariwisata kreatif menyediakan lebih banyak aktivitas rekreasi di Kota Mojokerto)</i>	4.42	0.678
Shopping and restaurant options are better as a result of creative tourism. <i>(Pilihan tempat belanja dan restoran menjadi lebih baik karena perkembangan pariwisata kreatif)</i>	4.43	0.707
Creative tourism has increased Mojokerto city residents' pride in the local culture. <i>(Pariwisata kreatif meningkatkan rasa bangga warga Kota Mojokerto terhadap kebudayaan lokal)</i>	3.28	1.178
Creative tourism has not resulted unpleasant overcrowded situation for the Mojokerto city residents. <i>(Aktivitas pariwisata kreatif tidak mengakibatkan kerumunan yang membuat warga Kota Mojokerto merasa tidak nyaman)</i>	2.97	0.990
Creative tourism does not modify local culture and living style in Mojokerto city. <i>(Perkembangan pariwisata kreatif di Kota Mojokerto tidak mengakibatkan perubahan budaya dan gaya hidup)</i>	4.61	0.703

4.4 Community Support Towards Creative Tourism Development

According to the Table 5, most of the respondent's support creative tourism in Mojokerto city and would like to see it as an important part of the city ($m=4.61$). This attitude also followed with the support to construct new tourism facilities ($m=4.59$). Besides, the local community also agrees that the creative tourism industry in Mojokerto

city should be actively developed as a tourism destination ($m=4.00$). With the perceived positive tourism impacts in 3 aspects which are economy, environment, and social, the local community of Mojokerto city support that the tourism industry must be developed further.

The result of this research is partly in line with (Celik & Rasoolimanesh, 2023; Hanafiah et al., 2013) and where economic and social benefit exceeds the cost of tourism development. Yet, there is a contradiction where tourism development in Mojokerto city did not lead to negative environmental damage while in Tioman environmental impact was perceived negatively (Hanafiah et al., 2013). Moreover, the level of support toward creative tourism development is highly related to the perceived impacts of tourism (Rua, 2020). As it is found that tourism in Mojokerto city gave positive economic impact, the level of support regarding this element also found to be high. Meanwhile, a moderate level of support toward environmental impacts is found due to the lack of evidence that tourism related activity has caused any impact.

In addition, social support receives a majority of high levels of support since it is perceived that socially tourism gives more benefit than the cost. Lastly, the local community of Mojokerto city shows a high level of support towards creative tourism development. Perhaps, it is caused by the low level of tourism development within Mojokerto city. A study conducted by Williams and Lawson (2001) found that cities with low tourism activity have the highest levels of support towards the development of the tourism industry. The findings of this study agree with (Ahmed, 2023; Choi& Murray, 2010) where perceived positive impact of tourism will lead to the local community support for tourism.

Table 5: Summary of Community Support Towards Creative Tourism Development

Variables	M	SD
Community Support		
I support creative tourism development and would like to see it become important part in Mojokerto city. <i>(Saya mendukung pembangunan pariwisata kreatif dan ingin melihat pariwisata menjadi bagian penting dari Kota Mojokerto)</i>	4.61	0.614
Creative tourism should be actively developed in Mojokerto city. <i>(Industri pariwisata kreatif sepatutnya dikembangkan secara aktif di Kota Mojokerto)</i>	4.54	0.667
I support the construction of new tourism facilities in Mojokerto city. <i>(Saya mendukung pembangunan fasilitas pariwisata baru di Kota Mojokerto)</i>	4.59	0.601
Mojokerto city should become more of a tourism destination.	4.40	0.731

5 Conclusion

The objective of this study is to assess the level of local communities' support towards creative tourism development in Mojokerto city. The result reveals that the local community perceives the development of the creative tourism industry to bring more benefits than the cost. As the benefits of tourism exceed its cost, it found that the local community of Mojokerto city has a high level of support towards future tourism development. These findings confirm that positive impacts of tourism will positively influence the local community support. Furthermore, tourism in Mojokerto city has more positive impacts than the negative impacts in all three elements which are economy, environment and social. It is found that tourism activity leads to improvement of standard of life, local business economic benefits, and provides employment opportunities. Not only did the local community agree that tourism is important for economic development but also it did not inflate the cost of living. While in terms of environment, negative impact such as environmental damages, air pollution, waste, and congestion are weakly perceived by the local community as a result of tourism development. In addition, tourism has a positive impact on social support through an increased number of recreational activities, better shopping, and restaurant options, and not changing the local culture and lifestyle. However, a negative impact of creating overcrowded situations and unpleasant feelings was perceived by the local community. Still the local community of Mojokerto city perceives tourism as bringing more benefits to the society. Since tourism is perceived positively by the local community of Mojokerto city, they have a high level of support towards future tourism development. It is found that 95.2% of them show a high level of support. Further, SET is used to explain the exchange activities of tourism development and human behaviour on why local communities develop positive or negative perception towards tourism. Based on the findings of this study, it can be concluded that the local community of Mojokerto city have a positive perception during the exchange process of tourism development. Support of future tourism development is highly influenced by the perceived positive and negative impacts of tourism and attitudes are a determining factor on support for tourism development. Therefore, the positive impact of tourism perceived by the local community of Mojokerto city has led to a positive attitude towards future tourism development as shown by the high level of support. Creative tourism can bring numerous benefits to local communities, including opportunities to earn or increase their income, promoting local culture, preserving local wisdom, and protecting the environment. On top of that, the development of creative tourism might be noticeable through the rise of local enterprises, which could generate their livelihood and support their daily lives.

6 Limitations and Future Directions

This study is an initial exploration of community perceptions and support for creative tourism development. Therefore, it should uncover more relevant factors that could affect the local community's level of support in Mojokerto City from different perspectives. In addition, this study revealed the perceptions of local communities, excluding other stakeholder groups such as local authorities. The perspectives of the other stakeholders can also be considered in future research. Another recommendation is, to increase the sample size and establish face to face interactions with the local community. With it, the result of the study will give a better understanding of the actual situation within the destination. Besides, qualitative, or mixed methods research can be done to have more comprehensive information on tourism impact and level of support. In addition, researchers could use similar topics on different destinations that are not well-developed in tourism to assess the local community support for tourism development.

Future research on the creative tourism development of local communities should be conducted in Indonesia, particularly in Mojokerto City, as it is a popular destination for creative tourism activities. The authors believe that with more insight on the local communities' impact of creative tourism, a more comprehensive theory could be formulated. Furthermore, the findings from the future research might have practical implications for local authorities in designing and planning future creative tourism development in Indonesia. Consequently, the sustainability of creative tourism, as well as community participation and support, could be managed systematically.

7 About the author

Daniel Budi Christiawan is a graduate student at the School of Hospitality, Tourism, and Culinary Arts, University of Wollongong Malaysia, Glenmarie Shah Alam.

Noorhaiza Masri is a Senior Lecturer at the School of Hospitality, Tourism, and Culinary Arts, University of Wollongong Malaysia, Glenmarie Shah Alam. She is also currently working on her Ph.D. thesis on the community sustainable livelihood in coastal and marine tourism destination development. Her research interests are in sustainable tourism development and community development.

Dina Hariani is a Senior Lecturer at the Sekolah Tinggi Pariwisata Bogor, Indonesia under the Tourism study program.

8 Acknowledgement

Special thanks and appreciation to friends, relatives, and local communities in Mojokerto City for the endless contribution in terms of data which helps in completion of the author's research.

9 References

- Ahmed, N. (2023). Residents Support Towards Cultural Heritage Tourism: The Relevance Of Heritage Proximity And Tourism Perceived Impacts. *Revista de turism-studii si cercetari in turism*, (35).
- Amerta, I. M. S., Sara, I. M., & Bagiada, K. (2018). Sustainable Tourism Development. *International Research Journal of Management, IT & Social Sciences*, 5(2), 248-254.
- Ap, J. (1992). Residents' perceptions on tourism impacts. *Annals of tourism Research*, 19(4), 665-690.
- Ardhala, A.D., Santoso, E.B., & Sulistyarso, H. (2016). Influence factors on the development of creative industry as tourism destination (Case study: Footwear village in Mojokerto city). *Procedia – Social and Behavioral Sciences*, 227, 671-679. doi: 10.1016/j.sbspro.2016.06.131.
- Arlado, I. (2021). Ngopi Bareng Cak Sandi, Ingin Wujudkan Kota Wisata. *Radar Mojokerto*. <https://radarmojokerto.jawapos.com/read/2021/07/16/275725/ngopi-bareng-cak-sandi-ingin-wujudkan-kota-wisata>
- Badan Pusat Statistik (2021). *International Visitors Arrivals Statistics 2020*. Badan Pusat Statistik. Retrieved October 25, 2021, retrieved from <https://www.Bps.Go.Id//Publication/2021/06/30/Ddea1823bc9cd63789d51b05/Statistik-Kunjungan-Wisatawan-Mancanegara-2020.Html>
- Badan Pusat Statistik Kota Mojokerto. (2021). *Kecamatan Magersari Dalam Angka 2021*. BADAN PUSAT STATISTIK KOTA MOJOKERTO. Retrieved October 1, 2021, from <https://mojokertokota.bps.go.id/publication/2021/09/24/01a591a14341cb7322d29133/kecamatan-magersari-dalam-angka-2021.html>
- Baixinho, A., Santos, C., Couto, G., Albergaria, I. S. D., Silva, L. S. D., Medeiros, P. D., & Simas, R. M. N. (2021). Islandscapes and sustainable creative tourism: A conceptual framework and guidelines for best practices. *Land*, 10(12), 1302.
- Basalamah, M. R., & Mawardi, M. C. (2022). The Development of the Tourism Sector in Improving the Regional Economic Growth of Mojokerto Regency. *Golden Ratio of Marketing and Applied Psychology of Business*, 2(2), 92-107.
- Celik, S., & Rasoolimanesh, S. M. (2023). Residents' attitudes towards tourism, cost–benefit attitudes, and support for tourism: A pre-development perspective. *Tourism Planning & Development*, 20(4), 522-540.
- Chang, L., Backman, K. F., and Huang, Y. C. (2014). Creative Tourism: A Preliminary Examination of Creative Tourists' Motivation, Experience, Perceived Value and Revisit Intention. *International Journal of Culture, Tourism and Hospitality Research*, 8(4): 401–419
- Choi, H. C., & Murray, I. (2010). Resident attitudes toward sustainable community tourism. *Journal of Sustainable Tourism*, 18(4), 575-594. <https://www.tandfonline.com/doi/abs/10.1080/09669580903524852>
- Daud, K. A. M., Khidzir, N. Z., Ismail, A. R., & Abdullah, F. A. (2018). Validity And Reliability of Instrument To Measure Social Media Skills Among Small And Medium Entrepreneurs At Pengkalan Datu River. *International Journal of Development and Sustainability*, 7(3), 1026-1037.
- Dias, Á., González-Rodríguez, M. R., & Patuleia, M. (2023). Creative tourism destination competitiveness: An integrative model and agenda for future research. *Creative Industries Journal*, 16(2), 180-203.

- Duxbury, N., Bakas, F. E., De Castro, T. V., & Silva, S. (2020). Creative Tourism Development Models towards Sustainable and Regenerative Tourism. *Sustainability*, 13(1), 2. <https://doi.org/10.3390/su13010002>
- Ginting, G., Dewi, I. J., Maesaroh, I., & Maria, M. (2023). Development Concept and Strategy for Creative Tourism of Community-Based Tourism Destinations in Yogyakarta. *Ilomata International Journal of Management*, 4(1), 58-72.
- Guntur., Marwati.S., & Sugihartono.R.A. (2014). Creation the Batik Motif of Mojokerto Style Based on the Majapahit's Temple Reliefs as Local Wisdom. *Arts and Design Studies*, 17, 8-18.
- Hanafiah, M. H., Jamaluddin, M. R., & Zulkifly, M. I. (2013). Local community attitude and support towards tourism development in Tioman Island, Malaysia. *Procedia-Social and Behavioral Sciences*, 105, 792-800.
- Hermataro.H.. (2011). *Creative-Based Tourism*. Anditri.Depok:Indonesia
- Hung, W.L., Lee, Y.J., & Huang, P.H. (2016). Creative experiences, memorability and revisit intention in creative tourism. *Current Issues in Tourism*, 19(8), 763-770. doi:10.1080/13683500.2013.877422
- JDIH Kota Mojokerto. (2019). *Rencana Induk Pembangunan Kepariwisataan Kota Mojokerto 2019 - 2023*. JDIH Kota Mojokerto. Retrieved October 1, 2021, from <https://jdih.mojokertokota.go.id/Daftar?jenis=perda>
- Khoirunnisaa, J. (2021). Filolog Asal Bali Puji Pemkot Mojokerto Bangkitkan Spirit of Majapahit. *detik. News*. retrieved from <https://news.detik.com/berita/d-5722391/filolog-asal-bali-puji-pemkot-mojokerto-bangkitkan-spirit-of-majapahit>
- Muhamad, M., Ruslanjari, D., & Hanif, A. (2021). Creative Tourism in The Era of New Normality in The Advancement of Culture. *Jurnal Nasional Terakreditasi, Universitas Udayana Bali, Jurnal e-Tourism*, 8.
- Muresan, I. C., Orioan, C. F., Harun, R., Arion, F. H., Porutiu, A., Chiciudean, G. O., ... & Lile, R. (2016). Local residents' attitude toward sustainable rural tourism development. *Sustainability*, 8(1), 100.
- Nunkoo, R. (2016). Toward a More Comprehensive Use of Social Exchange Theory to Study Residents' Attitudes to Tourism. *Procedia Economics and Finance*, 39, 588-596.
- OECD. (2014). Tourism and the creative economy. OECD Studies on Tourism. *OECD Publishing*. doi: 10.1787/9789264207875-en.
- Pavliuk, S. The role of creative industries in local economic development. *Science*, 27(1), 74-84.
- Perwirasari, D. N., & Sukmawati, A. M. (2020) Strategi Pengembangan Kawasan Wisata Berbasis Industri Kreatif di Kota Mojokerto. *Jurnal Penataan Ruang*, 15(2).
- Rashid, I. (2020). Resident attitudes towards support for future tourism: utilising the Social Exchange Theory (SET). *Journal of Tourism, Hospitality and Culinary Arts 2020*, 12(3), 106-111.
- Richards, G. (2020). Designing creative places: The role of creative tourism. *Annals of tourism research*, 85, 102922.
- Rua, S. V. (2020). Perceptions of tourism: a study of residents' attitudes towards tourism in the city of Girona. *Journal of Tourism Analysis: Revista de Análisis Turístico*, 27(2), 165-184.
- Setiawan, I. (2021) Pemkot Mojokerto terapkan konsep "storynomic tourism" dalam pengembangan pariwisata. *ANTARA JATIM*. <https://jatim.antaranews.com/berita/524753/pemkot-mojokerto-terapkan-konsep-storynomic-tourism-dalam-pengembangan-pariwisata>
- Sheard, J. (2018). *Research Methods* (2nd ed.). Chandos Publishing.

- Shofa, A. M. A., Alfaqi, M. Z., Habibi, M. M., Mawarti, R. A., & Pramesti, L. W. (2022). The practice of tolerance in the Pancasila Village in East Java during the COVID-19 pandemic. In *Exploring New Horizons and Challenges for Social Studies in a New Normal* (pp. 76-81). Routledge.
- Taber, K. S. (2017). The Use of Cronbach's Alpha When Developing and Reporting Research Instruments in Science Education. *Research in Science Education*, 48, 1273-1296.
- Ursachi, G., Horodnic, I. A., & Zait, A. (2015). How reliable are measurement scales? External factors with indirect influence on reliability estimators. *Procedia Economics and Finance*, 20, 679-686.
- Wardana, L. W., Narmaditya, B. S., Wibowo, A., Mahendra, A. M., Wibowo, N. A., Harwida, G., & Rohman, A. N. (2020). The impact of entrepreneurship education and students' entrepreneurial mindset: the mediating role of attitude and self-efficacy. *Heliyon*, 6(9), e04922. <https://doi.org/10.1016/j.heliyon.2020.e04922>
- Wardi, Y., Trinanda, O., & Abror, A. (2022). Modelling halal restaurant's brand image and customer's revisit intention. *Journal of Islamic Marketing*, 13(11), 2254-2267.
- Williams, J., & Lawson, R. (2001). Community issues and resident opinions of tourism. *Annals of tourism research*, 28(2), 269-290.
- Wright, M., & So, N. (2021, July 13). *Pilot Testing Can Improve Your User Research*. Widerfunnel. Retrieved November 26, 2021, from <https://www.widerfunnel.com/blog/pilot-testing-user-research/>