

HOW TO INCREASE SUSTAINABLE RURAL TOURISM PERFORMANCE? AN EMPIRICAL STUDY IN INDONESIA

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Abstract: The primary objective of this study is to examine the influence of social capital, government support, and entrepreneurial orientation on the improvement of sustainable rural tourism performance. Additionally, the study aims to identify a suitable model for enhancing the overall performance of sustainable rural tourism. Using a quantitative model, this study utilized the responses of 400 rural tourism administrators. SmartPLS 3.2 is used as a tool to analyze the collected data. Smart Partial Least Squares Structural Equation Modeling (PLS-SEM) was used to assess the interrelationships among social capital, government support, entrepreneurial orientation, and sustainable rural tourism performance. The findings show a positive impact of social capital and entrepreneurial orientation on sustainable rural tourism performance, but government support does not impact on sustainable rural tourism performance. Furthermore, social capital and government support have a positive impact on entrepreneurial orientation. This study suggests the role of entrepreneurial orientation to increase the influence of social capital and government support on sustainable rural tourism performance. Finally, This research offers a conceptual contribution to authors investigating the sustainable performance of rural tourism. Additionally, it provides practical insights for stakeholders in rural tourism, aiding them in enhancing the sustainable performance of this sector.

Key words: Social capital, Government support, Entrepreneurial orientation, Sustainable, Performance, Rural tourism

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INTRODUCTION

Nowadays sustainable tourism has become an important focus in tourism development, with an emphasis on the concept of sustainability to reduce negative impacts during the tourism development process (Lee and Jan, 2019). A sustainability-based tourism development model that is responsive to local demand and tourist needs can create positive and negative impacts that affect environmental, social, cultural and economic sustainability through tourist participation (Sumarmi, 2020). Rural tourism development can have a positive impact on improving quality of life, creating jobs, preserving cultural heritage, and improving community welfare and the image of the region (Alim et al., 2021; Wardana et al., 2020). While there are other positive opportunities such as increasing the value of the natural environment and improving infrastructure, negative impacts such as overcrowding, disruption to local communities, and environmental damage can also occur (Goliath-Ludic and Yekela, 2020). Rural tourism is a driving force for sustainable development in the tourism industry (Kelfaoui et al., 2021), in line with the rural revitalization strategy launched by the Indonesian government through Law No. 6/2014 on rural. It gives rural the right to manage local interests, and in the context of rural tourism development, can have a positive impact on rural development. The concept of rural tourism development has the main objective of improving rural life, local culture, local wisdom, and providing economic benefits for local communities. With a clear mandate in this law, rural have the authority to manage natural resources and local potential independently, thus enabling the development and utilization of tourism potential such as culture, nature, and preservation of cultural heritage as a tourist attraction. In the context of sustainable rural tourism, the Indonesian government has issued the Minister of Tourism and Creative Economy Regulation Number 9/2021 concerning guidelines for sustainable tourism destinations. It is emphasized that tourism destinations must refer to the sustainable tourism destination guidelines which include: social and economic sustainability, cultural sustainability, environmental sustainability, and governance sustainability.

The rapid development of rural tourism and the role of rural communities in development have attracted the attention of authors to explore the relationship between the two. Alim et al. (2021), Wardana et al. (2020), and Simard et al.

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(2018) views that the support, interactive and participation of rural communities in rural tourism development is their primary responsibility and obligation. The active participation of rural communities is considered conducive to the development of sustainable rural tourism and the increase of farmers' income. Jaafar et al. (2020) added that rural tourism development requires the broad participation of rural communities, and the government should provide adequate support and guidance. In the context of rural development in Indonesia, Manaf et al. (2018) found that sustainable rural tourism development has a stronger impact on the development of rural communities in Nglanggeran, Gunung Kidul Regency, Yogyakarta Special Region (DIY) Province. Despite receiving special attention from tourism authors and tourism practitioners in recent years, the literature on tourism concepts and theories often fails to link rural tourism development with the concept of sustainable development as a unified paradigm, so that the implementation of sustainable development can be carried out properly, the context of rural tourism is still much in doubt.

For example, study results show that the contribution of rice rural tourism income to the household income of rural tourism actors in DIY Province is still very low, which is below 50 percent (Jamhari et al., 2019).

The final report of the study on the classification of rural tourism in Sleman regency in 2022, published by the Tourism office of the Sleman regency government, DIY Province, reveals the findings of a number of issues related to the sustainability of rural tourism development. Economically, there is still an income gap between the lowest and highest income earners. Environmentally, some rural tourism administrators and communities are not active in environmental conservation and waste management. Socially, community participation is mainly from the low and lower-middle-income groups, while the involvement of high-income people tends to be minimal. This is due to a lack of interest in rural tourism. Culturally, there are no regular cultural preservation efforts, and cultural activities are only carried out based on tourist request. In terms of governance, some rural tourism do not have long-term planning, monitoring systems, transaction recording, and digital reporting. These problems are believed to also arise in other rural tourism in DIY Province.

By comparing rural tourism development practices in Yogyakarta province with the concept of sustainable rural tourism development from existing literature, a discernible gap emerges, warranting a comprehensive investigation. Preliminary findings from a pre-survey highlight government support, entrepreneurial orientation, and social capital as crucial factors for enhancing sustainable rural tourism performance. Consequently, the primary objective of this study is to examine the influence of social capital, government support, and entrepreneurial orientation on the improvement of sustainable rural tourism performance. Additionally, the study aims to identify a suitable model for enhancing the overall performance of sustainable rural tourism. To answer how to increasing performance of sustainable rural tourism, this study will ask the following research questions (RQ):

RQ1: Is sustainable rural tourism performance positively impacted by social capital?

RQ2: Is sustainable rural tourism performance positively impacted by government support?

RQ3: Is sustainable rural tourism performance positively impacted by entrepreneurial orientation?

RQ4: Is entrepreneurial orientation positively impacted by social capital?

RQ5: Is entrepreneurial orientation positively impacted by government support?

RQ6: Is sustainable rural tourism performance positively impacted by social capital through entrepreneurial orientation as a mediator?

RQ7: Is sustainable rural tourism performance positively impacted by government support through entrepreneurial orientation as a mediator?

Study on the relationship between social capital and rural tourism development has attracted the attention of a number of authors. This study found that social networks quality impact on resident participation in rural tourism development (Hwang and Stewart, 2017), social capital impact on community resilience in rural tourism, and maintaining sustainable tourism development (Guo et al., 2018), guanxi as a form of social capital have important role on rural tourism development (Dai et al., 2021), and involvement of local residents in tourism planning and strong tourism leadership have important role on rural tourism development. As well as, Liu et al., (2020) and Hardjosoekarto and Lawang, (2021) found that the central and local of government have driving the rapid development of rural tourism. However, study related to the relationship between entrepreneurial orientation and rural tourism still receives small study attention, most authors focus on the relationship between entrepreneurial orientation and the tourism industry (Fadda, 2018; Tajeddini et al., 2020)

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

This study integrates several theories to investigate the relationship between social capital, government support, entrepreneurial orientation, and the performance of sustainability rural tourism. Sustainability theory emphasizes meeting the needs of the present without compromising the capabilities of future generations (Weisser, 2017; Idahosa, 2019). The Triple Bottom Line (TBL) concept proposed by Elkington to explore the relationship of sustainability and organizational performance, integrating economic, environmental and social aspects (Karim and Islam, 2020; Muresherwa et al., 2023; Hourneaux et al., 2018). Elkington proposed that the concept of TBL can guide organizations to achieve economic prosperity, environmental quality, and social justice simultaneously. TBL recognizes that businesses do not only aim for financial gain, but also consider their impact on the environment and society (Dalibozhko and Krakovetskaya, 2018). In the context of TBL, a sustainable culture is considered important to enhance the achievement of TBL (Oakley and Ward, 2018), while organizational governance is an important element in achieving organizational sustainability (Billi et al., 2021; Budsaratagoon and Jitmaneroj, 2019).

Entrepreneurial orientation theory was defined by Covin and Wales (2019) as entrepreneurial firms engaging in product market innovation, undertaking somewhat risky ventures, and being the first to introduce innovations, surpassing 'proactive'

competitors (Covin and Wales, 2019). Furthermore, two prominent dimensions was added in entrepreneurial orientation (Lumpkin and Pidduck, 2021). Based on definition and previous studies emphasized competitive aggressiveness and autonomy or independence as important components of the entrepreneurial orientation construct (Dele-Ijagbulu et al., 2020). Thus, entrepreneurial orientation is conceptualized as the process of formulating organizational-level strategies to achieve organizational goals, uphold its vision, and build competitive advantage (Wales et al., 2020).

Social capital theory focuses on resources owned by individuals and groups in the form of values, norms and networks. According to Putnam, social capital is defined as resources owned by individuals and groups, represented by networks that provide added value to individuals and enhance cooperation between individuals (Kim and Shim, 2018). Furthermore, Putnam introduced the concept of bonding and bridging social capital. Bonding social capital facilitates relationships among like-minded individuals, fostering reciprocity and solidarity. Bridging social capital relationships are diverse, facilitating relationships with external interests and ensuring the flow of information (Kopren and Westlund, 2021). Dense social networks contribute to increased knowledge exchange, information transfer and support continuous innovation collaboration (Kim and Shim, 2018). Nguyen et al. (2020) state that knowledge acquisition is further utilized to build competitive advantage through innovation (Nguyen et al., 2020).

Social exchange theory provides a framework for understanding the dynamics of government support in the context of rural tourism. Social exchange theory was first introduced by Malinowski in 1920. Furthermore, Homans defines social exchange as the exchange of activities, tangible or intangible, that have a useful or costly value between at least two people (Muldoon et al., 2018). Costs in this context are seen as alternative activities or opportunities lost by the actors involved. These resources can be tangible, such as money or goods, or intangible, such as social support or information (Ohemeng et al., 2020). It also suggests that government support can be seen as a form of social exchange, where individuals or organizations receive benefits in exchange for compliance, cooperation, or other desired behavior. Jia et al. (2023) suggest that community engagement has a direct effect on their life satisfaction mediated by perceived benefits and trust in government.

1. Sustainable rural tourism performance is impacted by social capital

Based on sustainability theory and social capital theory, this conceptual framework suggests that social interactions and network relationships can be accumulated into social capital. This social capital can be utilized to enhance the ability of rural tourism administrators to improve performance of sustainable rural tourism, which includes economic, social, environmental, cultural, and governance sustainability. This perspective is in line with the research of Yli-Renko et al. where social interaction is seen as a bonding agent that empowers organizations to strengthen connections and enrich mutual understanding. Network relationships are considered as bridging agents capable of improving the overall quality of relationships. Quality relationships, especially through mutually supportive network relationship, can contribute to superior performance. Increased interaction leads to more intensive and relevant information exchange to improve firm performance (Nguyen et al., 2020). Several authors have examined the relationship between social capital and sustainable rural tourism performance. Social capital can increase community involvement and overall rural development (Naderi et al., 2019). Social interactions, network relationships, and relationship quality cultivate a sense of trust and norms, fostering responsible behavior and hope (Lu et al., 2022), loyalty, satisfaction, and long-term partnerships among stakeholders (Alves et al., 2019), knowledge exchange, resource sharing, and collaboration for the sustainable development of rural tourism (Pilving et al., 2021). Dai et al. (2021) and Zhang et al. (2021) found that social capital plays a crucial role in sustainability rural tourism development. Hence, this study proposed hypothesis is:

H1: Sustainable rural tourism performance is positively impacted by social capital.

2. Sustainable rural tourism performance is impacted by government support

Reference to sustainability theory and social exchange theory, this conceptual framework states that both government financial support and government non-financial support can enhance the ability of rural tourism administrators to improve sustainable rural tourism performance. This includes economic, social, environmental, cultural, and governance sustainability. Consistent with the findings of Yavana Rani et al. (2017) and Jia et al. (2023), government support shows a positive correlation with rural tourism development. This is seen through the active involvement of resident in the decision-making process and their participation in rural tourism activities. Such engagement is fostered by resident feeling valued for their contributions, which underscores the important role of government support in achieving sustainable rural tourism.

In the context of sustainable rural tourism, government support encompasses financial aid, infrastructure development, capacity-building programs, and regulatory measures (Jeong et al., 2021; Xiao et al., 2023). Financial support from the government, such as funding for infrastructure development, destination marketing, training, and the promotion of sustainable practices, plays a pivotal role in enhancing sustainable rural tourism performance (Hardjosoekarto and Lawang, 2021). Non-financial government support, including regulations, and policies also plays a crucial role in increasing sustainable rural tourism performance (Badal, 2018). Hence, this study proposed hypothesis is:

H2: Sustainable rural tourism performance is positively impacted by government support.

3. Sustainable rural tourism performance is impacted by entrepreneurial orientation

Referring to sustainability theory and entrepreneurial orientation theory, this conceptual framework states that engaging in innovation will lead to the development of new tourism products and services. Being proactive in identifying opportunities, taking risks to create new tourism offerings, applying a firm approach to competition, and maintaining self-reliance rather than relying on others to achieve goals can enhance the capacity of rural tourism administrators to improve the overall sustainability of rural tourism. This includes economic, social, environmental, cultural, and governance

sustainability. In line with the findings of Solikahan and Mohammad (2019), Dadzie et al. (2020), and Wales et al. (2020), rural tourism characterized by a strong entrepreneurial orientation shows a propensity towards innovation. These entities consistently explore new opportunities, demonstrate a willingness to navigate uncertainty by taking risks, and implement aggressive and competitive strategies to gain competitive advantage. In addition, there is a degree of employee independence and decision-making freedom in this context (Lumpkin and Pidduck, 2021). In the term of sustainable rural tourism, entrepreneurial orientation (EO) plays a crucial role in enhancing the sustainable rural tourism performance. Economically, EO can facilitate economic development, diversification, job creation, and an increase in local income (Villanueva-Álvaro et al., 2017). Socially, EO contributes to community welfare (Idziak et al., 2018). Environmentally, EO can alleviate the negative impact of tourism activities and endorse conservation efforts (Shevchenko et al., 2021). Culturally, EO can promote the preservation of cultural within the context of tourism development (Gica et al., 2021). On the governance, EO has the capacity to enhance effective management and decision-making processes by prioritizing sustainable principles and practices (Dos Anjos and Kennell, 2019). Hence, this study proposed hypothesis is:

H3: Sustainable rural tourism performance is positively impacted by entrepreneurial orientation.

4. Entrepreneurial orientation is impacted by social capital

Drawing on entrepreneurial orientation theory and social capital theory, this conceptual framework explains that social interactions, network relationships, and relationship quality can facilitate the exchange of knowledge and the acquisition of resources necessary to innovate new tourism products and services, proactively seize business opportunities, take risks, be aggressive in increasing competition, and exercise autonomy in decision-making. It aligns with study by Nguyen et al. (2020), which indicates that increased interaction leads to a more intensive exchange of relevant information. The knowledge acquired is then utilized to establish a competitive advantage through innovation and the creation of new products (Nguyen et al., 2020). Febrian et al. (2018) found that social capital can significantly impact entrepreneurial behavior and the development of entrepreneurial orientation in rural tourism. Furthermore, according to Corrêa et al. (2021), social capital has an impact on individual entrepreneurial orientation, underscoring the importance of dense social capital networks in stimulating individual entrepreneurial orientation. Nguyen et al. (2020) discovered that social capital influences entrepreneurial orientation. Hence, this study proposed hypothesis is:

H4: Entrepreneurial orientation is positively impacted by social capital.

5. Entrepreneurial orientation is impacted by government support

Referring to entrepreneurial orientation theory and social exchange theory, this conceptual framework posits that both financial government support and non-financial government support can enable rural tourism administrators to innovate new tourism products and services, proactively seize business opportunities, take risks, be aggressive in increasing competition, and exercise autonomy in decision-making. This is consistent with Homans social exchange theory, which elucidates the relationships and interactions among the government, local residents, and stakeholders in rural tourism. Additionally, Hoque (2018), Dai and Si (2018), and Xiao et al. (2023) revealed that government support has an impact on innovation and risk-taking behavior, with government financial support influencing competitive aggressiveness and autonomy. Chew et al. (2022) reveals that government regulations impact on the entrepreneurial orientation of the firm. In the context of rural tourism, Lucky et al. (2021) demonstrated that government support for the development of sustainable rural tourism has heightened awareness among the population, encouraging their participation in tourism activities as they recognize the value and benefits that these initiatives bring to the community. Hence, this study proposed hypothesis is:

H5: Entrepreneurial orientation is positively impacted by government support.

6. Sustainable rural tourism performance is impacted by social capital through entrepreneurial orientation as mediator

Drawing on entrepreneurial orientation theory, and social capital theory, this conceptual framework elucidates how social interactions, network relationships, and relationship quality can facilitate the exchange of knowledge and the acquisition of resources necessary to innovate new tourism products and services. It involves proactively pursuing business opportunities, taking risks, being aggressive in increasing competition, and implementing autonomy in decision-making. This perspective aligns with study by Nguyen et al. (2020) who demonstrate that increasing interaction leads to a more intensive exchange of relevant information. The knowledge gained is then utilized to build competitive advantages through innovation and the creation of new products (Nguyen et al., 2020). Drawing on sustainability theory and entrepreneurial orientation theory, this conceptual framework posits that entrepreneurial orientation capabilities can enhance the capacity of rural tourism administrators to improve sustainable rural tourism performance. It encompasses economic, social, environmental, cultural, and governance sustainability. This conceptual framework posits that entrepreneurial orientation (EO) plays a crucial role in increasing sustainable rural tourism performance. Economically, EO can foster economic development, diversification, job creation, and an increase in local income (Villanueva-Álvaro et al., 2017). Socially, EO contributes to community welfare (Idziak et al., 2018). Environmentally, EO can mitigate the negative impacts of tourism activities and support conservation efforts (Shevchenko et al., 2021). Culturally, EO can promote cultural preservation within the context of tourism development (Gica et al., 2021). Governance-wise, EO has the capacity to enhance the effectiveness of management and decision-making processes by prioritizing sustainable principles and practices (Dos Anjos and Kennell, 2019). That is, the social capital possessed by rural tourism administrators can influence the entrepreneurial orientation ability of rural tourism administrators to improve the sustainable performance of rural tourism. This perspective aligns with study by Yudha (2018), Aidoo et al. (2020), Nguyen et al. (2020), and Ince et al. (2023) who determined that

social capital can influence the entrepreneurial orientation abilities of rural tourism administrators. Furthermore, entrepreneurial orientation can improve the sustainable rural tourism performance. Hence, this study proposed hypothesis is:

H6: Sustainable rural tourism performance is positively impacted by social capital through entrepreneurial orientation as mediator.

7. Sustainable rural tourism performance is impacted by government support through entrepreneurial orientation as mediator

Referring to entrepreneurial orientation theory and social exchange theory, this conceptual framework asserts that both government financial support and non-financial government support can empower rural tourism administrators to innovate new tourism products and services, proactively seize business opportunities, take risks, and be aggressive in increasing competition while exercising autonomy in decision-making. This perspective is supported by study from Hoque (2018), Dai and Si (2018), and Xiao et al. (2022), revealing a positive relationship between government financial and non-financial support and the entrepreneurial orientation of the tourism sector and private companies. In the context of sustainability theory and entrepreneurial orientation theory, this conceptual framework posits that entrepreneurial orientation (EO) plays a crucial role in increasing sustainable rural tourism performance. Economically, EO can foster economic development, diversification, job creation, and an increase in local income (Villanueva-Álvarez et al., 2017). Socially, EO contributes to community welfare (Idziak et al., 2018). Environmentally, EO can mitigate the negative impacts of tourism activities and support conservation efforts (Shevchenko et al., 2021). Culturally, EO can promote cultural preservation within the context of tourism development (Gica et al., 2021). Governance, EO has the capacity to enhance the effectiveness of management and decision-making processes by prioritizing sustainable principles and practices (Dos Anjos and Kennell, 2019). Therefore, government support can stimulate the entrepreneurial orientation abilities of rural tourism administrators, subsequently improving the sustainable rural tourism performance. It aligns with study of Pulka et al. (2021) and Ismail and Zakaria (2018) reveals that SME’s performance influenced by government support. Moreover, Nakku et al. (2020) reveals that government support have the potential to amplify the influence of entrepreneurial orientation dimensions on performance. Furthermore, Thongsri and Chang (2019) reveal that government support can increase innovation behavior, thereby innovative behavior are mediators that can increase company performance. Hence, this study proposed hypothesis is:

H7: Sustainable rural tourism performance is positively impacted by government support through entrepreneurial orientation as mediator. Next, we describe the study methodology that addresses testing the model hypothesized in the previous section and illustrated in Figure 1.

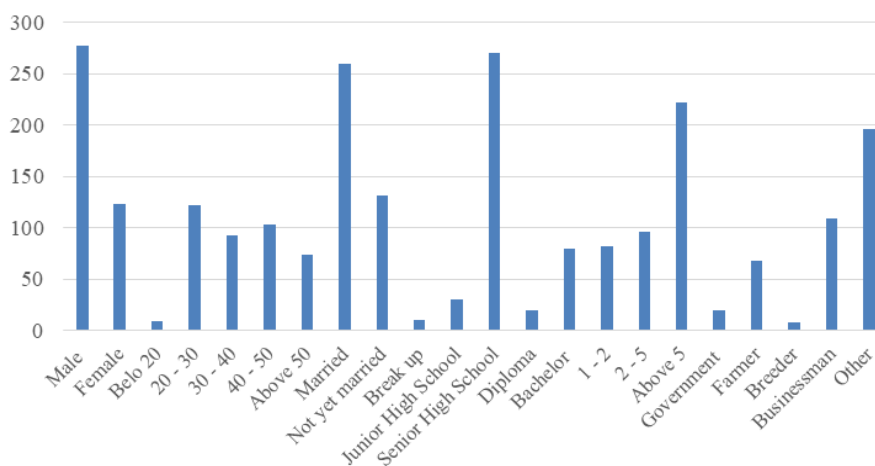
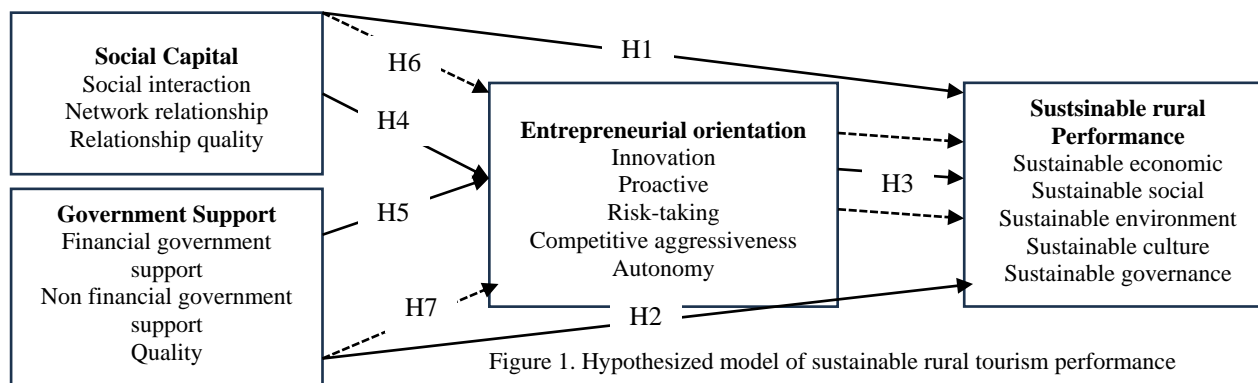


Figure 2. Demographic profile of respondents

METHODOLOGY

1. Sample selection

The study was conducted in DIY Province by collecting data from four districts and one city through an independent survey of rural tourism managers. Total of forty rural tourism organizations participated, each represented by ten people,

including advisors, leaders, deputy, secretaries, treasurers, and support sections of rural tourism activities. Respondents were selected using a purposive sampling method, with a focus on individuals who have the ability to understand the concept of sustainability. The survey was distributed in both electronic and face-to-face formats, in line with Dillman (2020) recommendation to be sent via email and face-to-face. Reminders and survey completion instructions were included. With the support of tourism office officials in each district and city, the response rate was close to 100%. The demographic profile of respondents is summarized in Figure 2 and Table 1.

Table 1. The demographic profile of respondents (n=400)

Item/Category	Frequency	Percentage
Gender		
Male	277	69.2
Female	123	30.8
Age, years		
Below 20 (< 20)	9	2.2
20 – 30	122	30.5
30 – 40	92	23.0
40 – 50	103	25.8
Above 50 (> 50)	74	18.5
Marital status		
Married	259	64.9
Not yet	131	32.8
Break up	10	2.3
Education Level		
Junior High school	30	7.4
Senior High school	270	67.6
Diploma	20	5.0
Bachelor's degree or higher	80	20.0
Period of work, years		
1 – 2	82	20.4
2 – 5	96	24.1
Above 5	222	55.5
Job profession		
Government employees	19	4.7
Farmer	68	17.0
Breeder	8	2.0
Businessman	109	27.4
Others (excluding the above job)	196	48.9

2. Item scale development

To conduct this analysis, seventy-five assessment items were drawn from existing literature. Each item was measured on a five-point Likert-type scale. In addition, a pilot study was also conducted by distributing questionnaires to sixty rural tourism administrators in DIY Province. We sought their feedback on the clarity, wording, and overall comprehension of the statements. As recommended by Babbie and Mouton, each item was also discussed with academics, practitioners in tourism, and stakeholders from the tourism office (Buthelezi, 2018). Their insights were invaluable in evaluating the relevance and clarity of each statement. In light of their valuable feedback, the items underwent additional modifications, revisions, and refinements to improve their clarity and validity. Subsequently, a questionnaire consisting of seventy-five items was distributed for further evaluation and data collection. Sustainable rural tourism performance is measured based on administrators' perceptions of sustainability items such as economic, social, environmental, cultural and governance. It is adapted from previous research (Marzo-Navarro et al., 2020) Final Report of the study on rural tourism classification in Sleman regency 2022). The scale consists of twenty-seven items on a five-point Likert scale. Social capital was adapted from previous research (Nguyen et al., 2020), consisting of seventeen items on a five-point Likert scale. Government support was adapted from previous research (Nakku et al., 2020) consisting of ten five-point Likert scale items. Entrepreneurial orientation was adapted from previous research (Lumpkin et al., 2009), consisting of twenty-one five-point Likert scale items.

3. Data Analysis

Smart Partial Least Squares Structural Equation Modeling (PLS-SEM) was used to assess the interrelationships among social capital, government support, entrepreneurial orientation, and sustainable rural tourism performance, considering both latent and observable variables (Sarstedt et al., 2021). It explores the intricate relationship between social capital and government support as independent variables, entrepreneurial orientation as an intervening or mediator variable, and sustainable rural tourism performance as the dependent variable (Hair et al., 2021; Henseler, 2018). Given these considerations, the selection of PLS-SEM was deliberate due to its ability to handle the complexity of our research framework. PLS-SEM testing is applied with seven stages systematically. The systematic procedure was adapted from Hair et al. (2021), and the stages are described as follows:

Stage 1: Determine the structural model

Stage 2: Determine the measurement model

Stage 3: Collect and exam data

Stage 4: Estimate PLS Path model

Stage 5: Assess the results of the measurement model

Stage 6: Assess the results of the structural model

Stage 7: Interpret PLS-SEM results and draw conclusions

The procedure commences with the identification of the structural model. In this stage, social capital and government support are designated as independent variables, entrepreneurial orientation as an intervening variable, and sustainable rural tourism performance as dependent variable. Subsequently, the measurement model is determined, involving the establishment of the reflective measurement model, followed by the examination of the data. Next stage, the PLS-SEM algorithm test is conducted, and the results offer a comprehensive overview of crucial considerations during the analysis. In this stage, we scrutinize the PLS path model estimates, analyzing the '+' or positive signs indicative of a positive relationship between variables social capital, government support, entrepreneurial orientation, and sustainable performance of rural tourism. Conversely, the '-' sign denotes a negative relationship between these variables.

Based on the calculation results, the next step involves evaluating the measurement model. The data for examination is considered reliable if the Cronbach's alpha (CA) and composite reliability (CR) values of each construct variable above 0.6. It is considered valid if the loading factor value of each item is above 0.6, the average variance extracted (AVE) from each construct variable is above 0.5, and the values for Fornell-Larcker and cross loading meet the criteria.

Once these criteria are met, the evaluation proceeds to the structural model. At this stage, we assess the relationship between variables, and the significance of the influence between variables. The significance of the relationship between variables is indicated by t-value is above 1.96 ($\alpha = 5\%$), and the p -value is below 0.05. When the R^2 value approaches one, it signifies that all dependent variables are significantly influenced by the independent variables. Conversely, if the R^2 value approaches zero, it indicates that the dependent variable is not influenced by the independent variable, although it might be affected by other variables. In the final stage, we interpret the findings and draw conclusions.

RESULTS AND DISCUSSION

1. Demographic Data

The demographics of the forty rural tourism administrators in DIY Province are outlined in Table 1, which represents a total sample size of 400 administrators, equivalent to 100 percent of the questionnaires distributed in the survey. The demographic aspects presented in Table 1 include gender, age, marital status, education level, years of service, and professional occupation. To summarize, 69.2 percent of the participants were male, 44.3 percent were over forty years old, 64.9 percent were married, 67.6 percent had a high school education, 55.5 percent had more than five years of service, and 48.9 percent worked in a professional occupation other than government work, agriculture, animal husbandry, or business. This data shows that participants in this study were mostly married men, with a high school education level, more than five years of professional work experience outside of government work, agriculture, animal husbandry, etc. and entrepreneurship. These consisted of private company employees, art activities, culinary arts, or freelance work, etc.

2. Assess the results of the measurement model

The measurement scale in this study adopts the CFA criteria used in SmartPLS version 3.2. The results of testing the PLS-SEM algorithm on the measurement model will offer a comprehensive understanding of important considerations during the analysis. Based on the measurement results, it shows the suitability or disparity between the test data and the predetermined measurement model boundaries. If deficiencies are found, then structural model testing does not need to continue (Hair et al., 2021). This finding allows adjustments or corrections to be made to the test if the items used in data collection cannot effectively measure the construct (Hair et al., 2021). As a result, CFA in Table 2 serves as an effective method to build a reliable and valid measurement model before proceeding to structural model testing (Hair et al., 2021).

Hair et al. (2021), identified three measurement tools in the measurement model to assess data reliability and validity: convergent validity, discriminant validity, and reliability. First, an examination of the parameter estimates and reliability of the construct measures is used to establish the internal structure (Hair et al., 2021). The parameters are expected to be significant and aligned with the hypotheses. The main method for assessing the measurement model involves measuring the variance extracted and the composite reliability (CR) for each construct. In particular, composite reliability values of 0.60 to 0.70 are acceptable (Hair et al., 2021). In this context, Cronbach alpha (CA) values ranged from 0.915 to 0.965 and Composite reliability (CR) ranged from 0.925 to 0.965.

The convergent validity of items was evaluated through the loading and average variance extracted (AVE) values. Items that showed high residual variance with other items, or items with loadings below the recommended threshold value (0.5), were excluded to refine the model (Hair et al., 2021). In this context, a total of seventy-five measurement items were retained as they showed loading values exceeding the recommended threshold (0.5). In social science studies, particularly when using newly developed scales, researchers often obtain weaker external loadings (<0.70) (Hulland et al., 2018). Nevertheless, items with very low external loadings (below 0.40) should be excluded from the construct (Hair et al., 2021). In this context, the AVE values ranging from 0.573 to 0.617 all exceeded the recommended minimum level of 0.50, as suggested by (Hair et al., 2021), thus strengthening convergent validity for all constructs.

The measurement model presented in Table 2 can be considered a validated measurement for the social capital of rural tourism administrators, government support, entrepreneurial orientation ability of rural tourism administrators, and sustainable performance model of rural tourism in this study.

Table 2. Confirmatory factor analysis results

Construct and items	Loadings	CA	CR	AVE
Social Capital (SC)		0.961	0.965	0.617
<i>Social Interaction</i>		0.891	0.920	0.697
Our rural tourism ...	-			
... keep close relationships with internal and external colleagues	0.758			
... hold formal meetings with internal and external colleagues	0.880			
... make internal and external colleagues as key partners	0.830			
... ask internal and external colleagues to be discussion partners	0.872			
... ask internal and external colleagues as advisor when needed	0.828			
<i>Relationship quality</i>		0.940	0.951	0.736
Willing to help colleagues when asked	0.870			
Willing to work together when the opportunity arises	0.874			
Avoid making mistakes that can fail relationships	0.869			
No one takes unilateral advantage even if there is a chance	0.859			
Have a commitment to keep the promises of agreement	0.875			
Do the best to achieve common goals	0.848			
Easy to get help from colleagues when facing difficulties	0.808			
<i>Networking relationship</i>		0.911	0.933	0.737
Willing to be part of the rural tourism organization forum	0.812			
Through organizations, our rural tourism be acquainted:	-			
..... someone who is skilled in sustainable rural tourism	0.870			
..... someone who is skilled in tourist demand	0.884			
..... someone who is skilled in how to market rural tourism	0.852			
..... someone who is skilled in how to develop capacity	0.874			
Government support (GS)		0.918	0.931	0.576
<i>Financial government support</i>		0.907	0.931	0.728
By trusting the government programs, our rural tourism:	-			
... receive indirect financial support	0.841			
... receive facilities support	0.868			
... receive infrastructure support	0.877			
... receive marketing support	0.859			
... receive required training support	0.821			
<i>Non-financial government support</i>		0.886	0.917	0.689
By trusting the government programs, our rural tourism:	-			
... get mentoring support in implementing of new policy	0.840			
... get mentoring support in implementing sustainable tourism	0.873			
... get mentoring support in build vision, mission and goals	0.783			
... get mentoring support to improve governance of rural tourism	0.872			
... get mentoring support in building institution that deals with cultural and environmental protection	0.778			
Entrepreneurial orientation (EO)		0.915	0.925	0.607
<i>Innovation</i>		0.853	0.895	0.630
Our rural tourism ...	-			
... focus on develop new tourism products and services	0.807			
... succeeded in launch new tourism product and services	0.832			
... create a new tourism package	0.776			
... follow trends in tourism products and services	0.791			
... apply technology such as wifie network and social media	0.761			
<i>Proactive</i>		0.853	0.895	0.630
Our rural tourism ...	-			
... reactive to get opportunities than competitors	0.841			
... become the first to market new tourism products and services	0.831			
... behave as a pioneer rather than an imitator	0.778			
... have a future orientation by continuing to pay attention to trends	0.745			
<i>Taking risk</i>		0.889	0.924	0.752
Our rural tourism ...	-			
... think seriously to reduce uncertainty before acting	0.824			
... limit the low-risk ones that can be returned quickly	0.904			
... make low-risk investments with fast returns	0.892			
... study investment risk well so you can get profits immediately	0.846			
<i>Competitive aggressiveness</i>		0.688	0.828	0.616
Our rural tourism...	-			
... may maintain a competitive position	0.798			
... may outperform neighboring rural tourism	0.809			
... may provide quick financial benefits	0.745			
<i>Autonomy</i>		0.864	0.903	0.652
Our rural tourism...	-			
... giving freedom to create ideas for successful rural tourism	0.838			

... promote bottom-up ideas and is open in making decisions	0.877			
... maintain freedom to act autonomy	0.866			
... encourage opportunities for ideas that arise from autonomy efforts	0.737			
... supports individual and team efforts to work independently	0.706			
Sustainable rural tourism performance (SPRT)		0.958	0.961	0.616
<i>Sustainable economic</i>		0.867	0.900	0.601
Our rural tourism can reduce urbanization rates	0.730			
Our rural tourism can ask resident to provide homestays	0.793			
Our rural tourism can encourage resident to sell culinary delights	0.804			
Our rural tourism has succeeded in increasing residents' income	0.848			
Our rural tourism has succeeded in creating diversity	0.699			
Our rural tourism can reduce unemployment rates	0.767			
<i>Sustainable Social</i>		0.918	0.938	0.752
Our rural tourism involves many residents	0.869			
Our rural tourism encourages residents to work together	0.846			
Our rural tourism involves residents selling tourists' needs	0.903			
Our rural tourism involves residents interacting with tourists	0.878			
Our rural tourism provides equal opportunities for all residents	0.848			
<i>Sustainable Culture</i>		0.889	0.919	0.693
Our rural tourism involves residents to preserve regional culture	0.840			
Our rural tourism has team that deals with cultural preservation	0.849			
Our rural tourism practices cultural attractions regularly	0.836			
Our rural tourism shows cultural attractions regularly	0.823			
Our rural tourism involves tourists as participants in cultural attractions	0.813			
<i>Sustainable environment</i>		0.861	0.900	0.643
Our rural tourism engages residents to preserve the environment	0.790			
Our rural tourism has a team that deal with environmental conservation	0.844			
Our rural tourism receives training on environmental conservation	0.807			
Our rural tourism creates environmental conservation tour packages	0.822			
Our rural tourism provides rubbish boxes at tourist locations	0.744			
<i>Sustainable governance</i>		0.893	0.919	0.657
Our rural tourism has formal legal status	0.800			
Our rural tourism has an organizational structure	0.832			
Our rural tourism has both short and long-term planning	0.899			
Our rural tourism implements a planning and monitoring system	0.878			
Our rural tourism implements a recording and reporting system	0.799			
Our rural tourism holds regular meetings to carry out evaluations	0.627			

Discriminant validity is assessed using the Fornell and Larcker criteria (Radomir and Moisescu, 2020). The assessment is a comparison of the square root of the average variance extracted value with the correlation between latent variables, the square root value of each AVE construct must be greater than its correlation value with other constructs. As a result, as illustrated in Table 3, the merged set of indicators is not unidimensional and shows sufficient differentiation between construct variables. The diagonal entries in italicized numbers represent the square root AVE values for each construct, and these values differ from the others. Confirming the presence of discriminant validity, it is observed that, for each pair of latent variables, the square root of the AVE exceeds the correlation between latent variables.

Table 3. Discriminant validity results

Variables	Social capital	Government support	Entrepreneurial orientation	Sustainable rural tourism performance
Social capital	<i>0.785</i>			
Government Support	0.533	<i>0.759</i>		
Entrepreneurial orientation	0.532	0.459	<i>0.779</i>	
Sustainable rural tourism performance	0.610	0.474	0.574	<i>0.782</i>

3. Assess the results of the structural model

Referring to the recommendations of Hair et al. (2021), this study assessed the predictive ability of the model and tested the relationship between social capital and government support as predictor variables, with entrepreneurial orientation as the intervening variable, and performance of sustainable rural tourism as the dependent variable. This evaluation was conducted through bootstrapping. The study examined the path coefficients (β) by considering the positive or negative signs connecting the constructs, along with the magnitude of the values. To determine the significance of the path, this study considers the t-value of the path to be equal to or greater than 1.96 (t-value > 1.96 at $\alpha = 5\%$), and a p -value less than or equal to 0.05 ($p < 0.05$) to be acceptable. Table 4 displays the results of the Structural Equation Modeling (SEM) test of the hypothesized paths. The significance level of the coefficients is in line with the theory presented in the model. Parameter estimates (for ρ and t-values) are not only significant but also within the expected scale, as described by (Hair et al., 2021), thus strengthening the predictive validity of the model. Table 4 shows that four of the five path coefficients (direct effects) show statistical significance, the relationships between social capital and sustainable rural tourism

performance (t-value 4.39, ρ -value 0.000), Consequently, the acceptance of H1 aligns with prior research indicating that social capital plays a crucial role in promoting the sustainable development of rural tourism, consistent with the findings of earlier scholars (Rahmawati et al., 2023; Prayitno et al., 2023; Kim and Shim, 2018).

Furthermore, the relationships between entrepreneurial orientation and sustainable rural tourism performance (t-value 12.13, ρ -value 0.000) are statistically significant. Hence, the acceptance of H3 is in accordance with the results of earlier studies that asserted the positive influence of entrepreneurial orientation on the sustainable development of rural tourism (Tang et al., 2020; Ribeiro et al., 2021; Tajeddini et al., 2020). In addition, the relationships between social capital and entrepreneurial orientation (t-value 5.42, ρ -value 0.000) showed statistical significance. Thus, the validation of H4 aligns with previous research findings that have affirmed the positive impact of social capital on entrepreneurial orientation, as indicated by studies such as Aidoo et al. (2020), Rodrigo-Alarcón et al. (2018), and Khattak (2022).

Moreover, the relationship between government support and entrepreneurial orientation (t-value 3.34, ρ -value 0.000) showed statistical significance. Therefore, the confirmation of H5 aligns with findings from prior research that have asserted the favorable impact of government support on entrepreneurial orientation, as indicated by studies such as Ismail and Zakaria (2018), Yusoff et al. (2021), and Zaato et al. (2021). However, the results in Table 4 failed to provide support for H2 due to the lack of influence of government support on rural tourism sustainable performance (t-value 1.21, ρ -value 0.114). Thus, the non-acceptance of H2 is warranted as it contradicts the findings of earlier studies that asserted a positive influence of government support on the sustainable performance of rural tourism, as documented by Hardjosoekarto and Lawang (2021), Jia et al. (2023), and Liu et al. (2020). However, the study by Apostolopoulos et al. (2020) indicates that government support does not exert any influence on the development of rural tourism. This is attributed to the inhibitory effects of government regulations, policies, and programs, which impede financial assistance for the development of rural tourism. Next, Figure 3 displays the path coefficient, t-value, and p value for each hypothetical path.

Table 4. Structural model results

Direct effect	β	t-value	ρ -value
H1. Sustainable rural tourism performance is positively impacted by social capital	0.253	4.39	0.000
H2. Sustainable rural tourism performance is positively impacted by government support.	0.058	1.21	0.114
H3. Sustainable rural tourism performance is positively impacted by entrepreneurial orientation.	0.613	12.13	0.000
H4. Entrepreneurial orientation is positively impacted by social capital	0.402	5.42	0.000
H5. Entrepreneurial orientation is positively impacted by government support	0.245	3.34	0.000

Table 5. Mediation test results

Direct effect	Direct effect/ t-value	Indirect effect	Total effect	Indirect effect (t-value)	ρ -value
H6. Sustainable rural tourism performance is positively impacted by social capital through entrepreneurial orientation as mediator.	0.253/4.39	0.246	0.499	5.88	0.000
H7. Sustainable rural tourism performance is positively impacted by government support through entrepreneurial orientation as mediator.	0.058/1.21	0.150	0.208	3.11	0.001

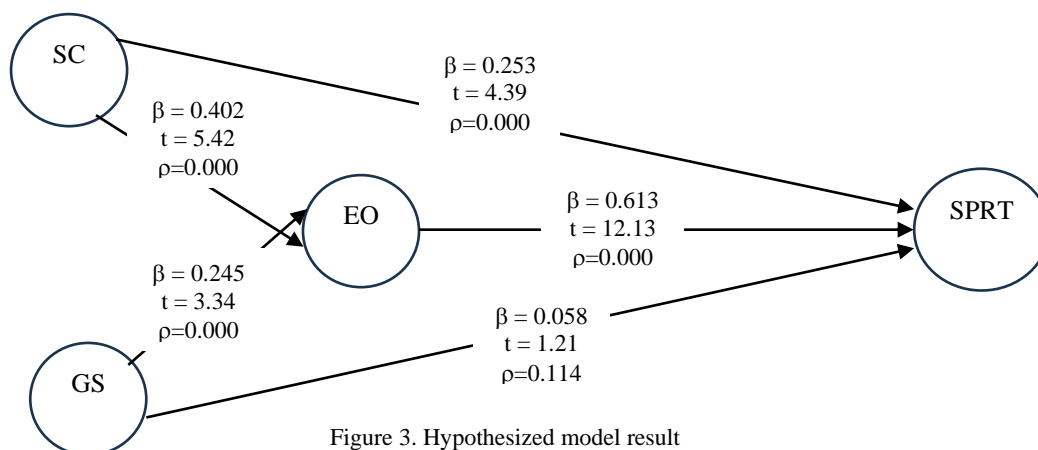


Figure 3. Hypothesized model result

4. Assess the mediation effects

Two mediations were conducted to assess the influence and magnitude of the ability of entrepreneurial orientation in mediating the relationship between social capital and sustainable performance in rural tourism, as well as the relationship between government support and sustainable performance in rural tourism. One of the main advantages of using path models is the ability to explore direct, indirect, and total effects between latent variables (Hair et al., 2019). Indirect effects are determined by understanding the impact of a particular variable on a second variable through its effect on a third intervening or mediating variable (Hair et al., 2021).

Table 5 presents the results of examine the mediating effect of entrepreneurial orientation ability on the relationship between social capital and sustainable of performance rural tourism, a statistically significant indirect effect (t-value 5.88, p-value 0.000) was observed from the bootstrap mediation test. Therefore, H6 is supported by the research data.

Consequently, the validation of H6 aligns with findings from earlier studies asserting a positive influence of government social capital on the sustainable performance of rural tourism, facilitated through entrepreneurial orientation, as evidenced by research such as Aidoo et al. (2020), Nguyen et al. (2020), and Yudha (2018). Furthermore, the mediating effect of entrepreneurial orientation ability in mediating the relationship between government support and sustainable performance rural tourism showed a statistically significant indirect effect (t-value 3.11, p -value 0.001) observed from the bootstrap mediation test. Therefore, H7 is also supported by the research data. Hence, the confirmation of H7 is consistent with previous research that affirms a positive impact of government support on the sustainable performance of rural tourism, facilitated by entrepreneurial orientation. This alignment is supported by studies such as Nakku et al. (2020), Ismail and Zakaria (2018), and Pertiwi (2022). Consequently, this study confirms that entrepreneurial orientation ability acts as a full mediator in each of the aforementioned simple mediation relationships (H6 and H7).

DISCUSSION

This study proposes the hypothesis that social capital, as a resource for tourism administrators, has a positive impact on the sustainable rural tourism performance. From the results of the structural model, the hypothesized path shows a statistically positive impact. This finding indicates that the sustainable performance of rural tourism in Yogyakarta province can be influenced significantly by social interaction, network relationships, and relationship quality administrators of rural tourism organization. Positive social interactions within the local community enhance the overall tourism experience (Lin et al., 2019). Involving local residents in tourism activities fosters a sense of belonging and pride, contributing to the sustainability of rural tourism (Rodrigues et al., 2021). Furthermore, interactions between tourists and local communities facilitate cultural exchange (Seyfi et al., 2020). This exchange leads to increased understanding, respect, and appreciation, fostering sustainable tourism practices. Building strong networks and partnerships among various stakeholders, including local businesses, government agencies, and non-profit organizations, create a supportive environment for rural tourism (Manaf et al., 2018). Collaborative efforts lead to shared resources, knowledge, and marketing efforts, promoting sustainability (Zhou et al., 2020). Establishing and maintaining quality relationships with local stakeholders, such as residents, businesses, and authorities, is crucial. Effective communication and collaboration address concerns, promote responsible tourism practices, and enhance the overall sustainability of rural tourism.

Government support plays an important role in the sustainable development of rural tourism. This study puts forward the hypothesis that government support, as a resource for rural tourism, contributes to improving the sustainable performance of tourism. However, from the results of the structural model, the hypothesized path does not show a statistically positive impact. While government support is essential for the success of rural tourism, various challenges, including implementation gaps, inadequate funding, and policy inconsistencies, can limit its impact on promoting sustainable practices. Despite supportive policies, there are gaps in the implementation process. Lack of effective enforcement, monitoring, and evaluation mechanisms can hinder the intended impact of government support (Yanes et al., 2019). Lengthy and bureaucratic processes can delay the disbursement of funds or implementation of support programs (Alashwal and Alashwal, 2023). This delay may affect the timely development of infrastructure, services, and other initiatives crucial for sustainable rural tourism. Limited financial resources allocated to rural tourism initiatives can restrict the scope and effectiveness of government support (Liu et al., 2020). Changes in government policies or inconsistency in support measures over time can create uncertainty among stakeholders. This uncertainty may discourage long-term investments and commitment to sustainable practices (Suckall et al., 2020).

The discrepancies in the results of these studies have been debated by many authors. It is different from empirical evidence from other studies which states that government support has a positive impact on sustainable rural tourism development (Songling et al., 2018; Liu et al., 2023; Xue et al., 2023). As a consequence, the findings of this study do not support the previous contribution by Gica et al. (2021), Apostolopoulos et al. (2020), and Picas et al. (2021). On the contrary, the findings of this study are in line with research by Han et al. (2018) and Yu (2022). Perhaps the low level of government support in improving the capabilities of rural tourism administrators through participation in training programs may cause the impact of government support on the sustainable performance of rural tourism to not show a positive relationship.

This study puts forward the hypothesis that the entrepreneurial orientation capabilities of rural tourism administrators contribute to the sustainable performance of tourism in the region. From the results of the structural model, the hypothesized path shows a statistically positive impact. This demonstrates that the innovative, proactive, risk-taking, competitively aggressive, and independent approaches adopted by rural tourism administrators in the Yogyakarta province have effectively elevated the sustainable performance of rural tourism. Aggressiveness, innovation, and pro-activeness ability drive performance of SMEs in rural (Kapaya et al., 2018). Furthermore, innovation ability drive the development of new and unique tourism products and experiences in rural areas. Introducing innovative offerings attracts tourists and can contribute to the economic sustainability of the destination (Custódio Santos et al., 2020). Proactive ability engagement with local communities allows tourism stakeholders to address concerns, involve residents in decision-making, and ensure that tourism activities align with community values and needs, fostering long-term sustainability (Weaver et al., 2020). A willingness to take risks open up opportunities for growth and economic sustainability in rural tourism (Zhu and Deng, 2020). Encouraging entrepreneurial initiatives and supporting risk-taking endeavors by local businesses can stimulate innovation and create a more dynamic and competitive tourism environment. By maintaining a commitment to high-quality services and experiences can position a rural destination competitively, leading to positive word-of-mouth promotion and repeat visits (Alves et al., 2019). Allowing local communities and businesses autonomy in decision-making empowers them to tailor tourism strategies to their unique contexts. This autonomy ensures that initiatives align with local values, contributing to social sustainability.

CONCLUSION

This study concludes that the ability of rural tourism administrators to increase the sustainable rural tourism performance from the positive impact of social capital and government support depends on how effectively their entrepreneurial orientation skills are utilized. This study has shown that possession of social capital resources and government support alone will not result in sustainable rural tourism performance (the hypothesized path value H2 gives negative results). Therefore, to realize the required results, social capital originating from social interactions, network relationships and relationship quality must be utilized through a series of entrepreneurial orientation capabilities, as well as government support in the form of financial and non-financial forms must be utilized through a series of entrepreneurial orientations.

In addition, this study has shown that to increase sustainable rural tourism performance, rural tourism administrators must have entrepreneurial orientation capabilities in order to convert social capital resources and government support into a positive impact on the sustainable rural tourism performance. This entrepreneurial orientation capability seems very relevant for rural tourism in Indonesia. The implication is that, contrary to the view that small firms do not need an entrepreneurial orientation to succeed, this study provides sufficient justification for rural tourism to pay more attention to their entrepreneurial orientation activities. The findings of this study are largely in line with theoretical expectations. However, as with any scientific research, there are several limitations that need to be noted. Even though key respondents are considered experts in the field studied, the strength of the data will be better if each statement is worded appropriately and simply according to the respondent's abilities. Again, in the realm of respondents, the methods applied to obtain responses cannot easily introduce informant bias, especially with regard to the assessment of various scale measurement items.

Although this study empirically strengthens social capital theory, social exchange theory, entrepreneurial orientation theory, and sustainability theory in exploring the relationship between the four theories. However, this raises the need to reassess social exchange theory in the context of government support in rural tourism development. This is because research results show that government support cannot have a direct influence. This study statistically shows that government support has succeeded in influencing the sustainability of rural tourism performance through the role of entrepreneurial orientation. Therefore, future research may consider testing each element in the entrepreneurial orientation capability construct to determine the differential impact of each element on the sustainable performance of rural tourism. For example, they can explore creativity and innovation as a capability. In addition, there is a need for further research regarding the benefits of this hypothetical model in tourist villages in developing countries.

From a theoretical point of view, future research can adopt institutional and competitive learning theories to enrich research. This can help in identifying other institutional resource factors, apart from social capital resources, government support, and entrepreneurial orientation that have a positive influence on the sustainable performance of rural tourism.

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