

# The Link between Gender and Social Capital in Community based Tourism

Mochamad Achmadi  
Tourism & Hospitality  
Trisakti School of Tourism  
Jakarta Indonesia

Naftali Sri Wahyu  
Tourism & Hospitality  
Trisakti School of Tourism  
Jakarta Indonesia

Rahmat Ingkadijaya  
Tourism & Hospitality  
Trisakti School of Tourism  
Jakarta, Indonesia

Purwanti Dyah Pramanik  
Hospitality  
Trisakti School of Tourism  
Jakarta, Indonesia

**Abstract:- Social capital had an important role in sustainable tourism development. It can be influenced by demographic characteristics. One of the most important demographic characteristics is gender. The study aimed to analyse the link between gender and social capital in community based tourism. The research was conducted in Kampung Tajur in Purwakarta, West Java, Indonesia. Social capital focused on subjective norms and network. Those aspects of social capital could build long-term good relationships among local communities and between local communities and third parties. The study involved 78 respondents. They're chosen by convenience sampling and the data was analysed by descriptive method. The results showed that most of females had subjective norms and network. It implied that female had the essential role to establish subjective norms and network as the aspect of social capital. The implication of the study that female should be involved to establish social capital in community based tourism.**

**Keywords:- Gender, Social Capital, Subjective Norms, Network, Community Based Tourism.**

## I. INTRODUCTION

Sustainability of community-based tourism (CBT) that leads to local communities' welfares is being the concern of tourism activities. UNWTO (2017) reports that tourism targets up to 2030 aimed to enhance knowledge, empowering and inspiring stakeholders to conduct sustainable tourism activities through policies, business operations, and investments. Sustainability means that a tourist destination has the ability to continue growing and carry out its activities by considering of environmental, economic, and social aspect, and drive local communities as the subject in tourism activities. For the social aspect, the local community must be able to act as a locomotive in creating good relations both horizontally and vertically. Based on the understanding of the importance of achieving the sustainability and prosperity of local communities this paper tries to find out how to achieve CBT sustainability and welfare by strengthening social capital in terms of subjective norms and network.

Social capital approach could be used to achieve sustainability and prosperity (Moscardo, 2017). Aspects of social capital, norms and network, are able build long-term good relationships between communities and third parties. When relationships are established then various opportunities for cooperation can be created. Jenningsa (2017) explains that the higher social capital owned by the community in tourist destinations, the higher welfare of the local community. Strengthening social capital can improve welfare and suppress fear of security concerns (Matsukawaa, 2018). Social capital, especially about norms and network in a community can increase economic growth by doing various innovations (Thompson, 2018). Social capital, especially about norms and network in a community can increase economic growth by doing various innovations (Thompson, 2018).

However, research of social capital that focuses on gender and its relation to norms and network in the development of community-based tourism destinations has not been widely implemented. Research on social capital has been done with the object of coastal area analysis in Satoumi Japan (Henocque, 2013), whereas research conducted with the object of analysis of community-based tourist villages focuses only on the participation of local communities (Ndivo, 2016). This paper elaborates the link between gender and social capital in community based tourism in terms of subjective norms and network.

## II. LITERATURE REVIEW

### A. Previous research

The study of social capital at tourism destination has been done by Jones (2005), Henocque (2013), Moscardo, et al.(2017). Jones (2005) found that the high social capital had the important role at eco-tourism based community sustainability.

One of the focus of her study social capital structure in terms of membership, norms, and rules. Henocque (2013) argued that social capital was a cultural component of modern society and he found that the norms and habits was able to establish inter-community relationships harmoniously. Moscardo, et al. (2017) explored the perceptions of 16 local tourism officers on the role of tourism towards the building of social capital, which in turn was able to achieve the welfare of local communities. The result of the research showed that in order to encourage the role of tourism to encourage social capital building and welfare of local communities, it is necessary to minimize the negative impacts of tourism since there was the advantages and disadvantages rose among economic, socio-cultural, and environmental aspects in tourism destination development (Pramanik & Ingkadijaya, 2018). Those previous study elaborated structural and cognitive aspects in the knowledge sharing but the research that described the link between demographic characteristics, and social capital in community based tourism is important to be conducted. Women had an influence on establishing social capital (Molyneux, 2002). Moreover, structurally there is often an equality in the distribution of resources related to gender. Meanwhile, from the aspect of culture, gender can influence the attitudes and values that are brought into a social environment. Specifically, women usually play less contribution because they are not given the same opportunities (Norris et al., 2003), and women often find some obstacles to have job opportunities because they have less network (Molinas, 1998). Even norms in term of reciprocity collective action increases higher if there is women’s involvement (Westermann, 2005).

*B. Social capital: norms and network*

The elements of social capital are trust, network, norms of reciprocity (Hauberer, 2011). In the context of tourism, social capital had a broader meaning, which included the importance of having a network, trust, and reciprocity to develop / maintenance / tourism destination. Social capital approach are interesting to be elaborated because social capital development in a community to improve health, education, agriculture, business, and entrepreneurship, as well as natural management consistently (Moscardo, 2017). However, both Hauberer (2011) and Moscardo (2017) had not focused on the contribution of social capital to the development of a tourist village, but this study explored the demographic contribution to social capital at CBT.

Norms and values are actions based on a cultural specific belief that lead to the community approval (Cancian, 1975). Hechter (2001) stated that norm is a social phenomenon that has the power to encourage the certain behavior of a person or community. It is a meaningful system that can encourage a community to behave in a uniform manner. Norms are different from rules, but rather ones that are internalized in the individual and approved by the individual. Norms are usually associated with sanctions. In term of subjective norms, they are beliefs related to the opinions of others in particular (Travimow, 2004). Subjective norms are assumed to be the cause of beliefs about how important others think about what should be done. In line with that idea that is proposed by Ashford and LeCroy (2010), they argued that subjective norms are actions that are influenced by social factors or external factors.

Trust is going to create network. Network in social interaction is the main aspect of social capital (Norbutas & Corten, 2018). Networking is able to lead people who has different background to interact. Figure 1 explains the research framework of the link between gender and social capital in community based tourism of Kampung Tajur.

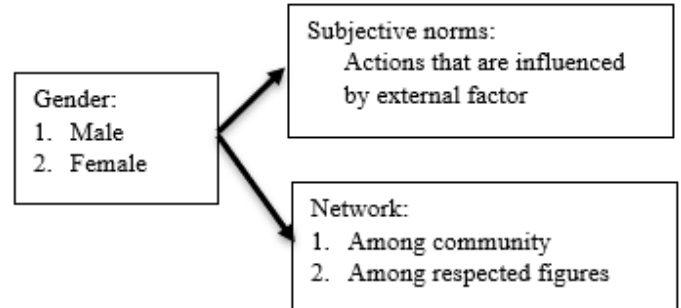


Fig 1. The research framework

**III. METHODOLOGY**

The method used in this research was descriptive quantitative. The unit of analysis in this study was tourism village community of Kampung Tajur. Respondents were 78 families who live in Kampung Tajur. Sampling was convenience sampling. Variable in this research was social capital of norms and network. The primary data was collected by distributing questionnaires to respondents. The questionnaire was divided into two parts, the first part was the respondent's profile and the second part was social capital of norms and network. The analysis was descriptive test. The study was conducted in October and December 2017. One of CBT that received special attention from the local government of Purwakarta district in West Java is Kampung Tajur. Kampung Tajur is a CBT with a focus on educational tourism. Because most of the visitors who come to Kampung Tajur are students from various educational institutions around West Java.

**IV. RESULTS AND DISCUSSION**

➤ *Mean, crosstab, significance*

The results of research showed that the majority of respondents was at the age of 40 up to 60 years old (frequency 50 %), female (66.7 %). Those respondents were asked to identify norms and network. Norms identified: (1) The majority of villagers that I respect, always consider the importance of my participation in village activities; and (2) The majority of villagers that I respect, always assume the importance of their participation in village activities.

Table 1. Crosstab, mean, and significance

Subjective norms: The majority of villagers that I respect, always consider the importance of my participation in village activities (mean 3.99)			
	Gender		Asymp. Sig.(2-sided)
	Male	Female	
Strongly disagree	0	0	0.002
Disagree	0	2	

Neutral	8	12	
Agree	17	16	
Strongly agree	1	22	
Subjective norms: The majority of villagers that I respect, always assume the importance of their participation in village activities (mean 4.00)			
	Gender		Asymp. Sig.(2-sided)
	Male	Female	
Strongly disagree	0	0	0.003
Disagree	0	1	
Neutral	8	13	
Agree	17	16	
Strongly agree	1	22	
Network: I know and known to most of the villagers (mean 4.10)			
	Gender		Asymp. Sig.(2-sided)
	Male	Female	
Strongly disagree	0	0	0.002
Disagree	0	1	
Neutral	7	8	
Agree	18	19	
Strongly agree	1	24	
Network: I associate with many villagers (mean 4.09)			
	Gender		Asymp. Sig.(2-sided)
	Male	Female	
Strongly disagree	0	0	0.000
Disagree	0	1	
Neutral	8	6	
Agree	18	22	
Strongly agree	0	23	
Network: I am known and recognized by important figures in the village (mean 4.03)			
	Gender		Asymp. Sig.(2-sided)
	Male	Female	
Strongly disagree	0	0	0.001
Disagree	0	1	
Neutral	10	8	
Agree	16	21	
Strongly agree	0	22	

(Source: primary data, 2017).

For norms, the research result showed that most of the people said that the majority of villagers that is respected, always consider the importance of my participation in village activities and moreover in general, respondents said neutral that the majority of villagers that is respected, always consider the importance of my participation in village activities (mean 3.99). This situation describes that the people in Kampung Tajur has belief that their participation at the village activities

is essential in the point of their admired persons (Travimow, 2014). Next, most of the people thought that the majority of villagers that I respect, always assume the importance of their participation in village activities and in general the respondents answered neutral of the statement that the majority of villagers that I respect, always assume the importance of their participation in village activities (mean 4.00). According to Kampung Tajur community, the influential people in Kampung Tajur have belief of their significance contribution (Ashford & LeCroy, 2010). Network identified: (1) I know and known to most of the villagers; (2) I associate with many villagers; and (3) I am known and recognized by important figures in the village. For network, the research result showed that the majority of the respondents thought that they know and known to most of the villagers and the average respondents answered ‘neutral’ that they know and known to most of the villagers (mean 4.10). The data also showed that the majority of the respondents agree of the statement ‘I am known and recognized by important figures in the village’ and the average respondents’ answers are neutral of the statement ‘I am known and recognized by important figures in the village’ (mean 4.03). The positive opinions which are built among people socially will lead to create network (Norbutan & Corten, 2018).

Crosstab analysis of gender to subjective norms of ‘The majority of villagers that I respect, always consider the importance of my participation in village activities’ showed that the majority females answered agree (16 respondents) and strongly agree (22 respondents). The corresponding p-value of the test statistic is  $p = 0.002$ . Since the p-value is smaller than significance level ( $\alpha = 0.05$ ), there was association was found between gender and subjective norms of ‘the majority of villagers that I respect, always consider the importance of my participation in village activities’. crosstab analysis of gender to subjective norms of ‘The majority of villagers that I respect, always assume the importance of their participation in village activities’, its corresponding p-value of the test statistic is  $p = 0.003$  (p-value is smaller than  $\alpha = 0.05$ ), it meant that there was association between gender and subjective norms of ‘The majority of villagers that I respect, always assume the importance of their participation in village activities’. It relates to the previous study that women have an impact on establishing social capital (Molyneux, 2002). Crosstab analysis of gender to network of ‘I know and known to most of the villagers’ showed that the majority females, the corresponding p-value of the test statistic is  $p = 0.002$  ( p-value is smaller than our chosen significance level  $\alpha = 0.05$ ), so there was association between gender and subjective norms of ‘I know and known to most of the villagers’. Crosstab analysis of gender to network of ‘I associate with many villagers’ showed that the corresponding p-value of the test statistic is  $p = 0.000$  (p-value is smaller than significance level  $\alpha = 0.05$ ). Based on the results, there was association between gender and subjective norms of ‘I associate with many villagers’. Finally, crosstab analysis of gender to network of ‘I am known and recognized by important figures in the village’ showed that the corresponding p-value of the test statistic is  $p = 0.001$ . Since the p-value is smaller than significance level  $\alpha = 0.05$ , there was association was found between gender and subjective norms of ‘I am known and recognized by important figures in the village’. It

implied that women had the equal opportunity to have contribution in the village activities (Molinas, 1998; Norris et al., 2003). The higher women involvement would be the higher mutual benefit (Westermann, 2005). Mrs. Rini states that “All the housewives was involved to prepare meals for visitors who stay at homestays” (Rini, 38 years old).

## V. CONCLUSION

Social capital in term of subjective norms and network was established well among females. The result showed that most of females agree of subjective norms in terms of ‘the majority of villagers that they respect, always consider the importance of their participation in village activities, the majority of villagers that I respect, always assume the importance of their participation in village activities, they know and known to most of the villagers, they associate with many villagers, and they’re known and recognized by important figures in the village’. The similar result was happened to sub-variable network in terms of ‘They know and known to most of the villagers, they associate with many villagers, and they’re known and recognized by important figures in the village’. The majority of females in CBT Kampung Tajur agree of those statements. The study also found that there was relationship among gender to both subjective norms and network as two aspects of social capital. The study found that the females of Kampung Tajur had the essential role in establishing subjective norms and network as dimensions of social capital. It meant that females must be involved in developing community based tourism in Kampung Tajur.

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