

CHAPTER I

INTRODUCTION

A. Background

Happiness is an essential part of life, and happy people are more likely to engage in societally beneficial actions and practices (Diener, 2000). Happiness expresses an individual's assessment of all aspects and conditions of life, as well as how much people enjoy their time (Diener & Seligman, 2004). An individual may feel fine but fail to accomplish his goals, and he may achieve his goals but feel sad. Which dimension raises objective scientific concerns and is dependent on the conditions for happiness? (Layard, 2005). Previous tourism research has mainly focused on the concept of happiness as a component of subjective well-being. Subjective well-being has historically been based on the standard assumption in consumer theory that people's experiences are defined independently of the presence and interaction of others (Andereck & Nyaupane, 2011). However, an individual's perception of his or her life experience is also related to the situation of others (Frank, 2007). According to this study, destination conditions caused by tourism development (such as the economy, environment, and cultural identity) may not be fully correlated with human perception. The relationship between tourism development and destination conditions, as well as human perception, can be influenced by intervention variables. Different human aspirations, expectations, and abilities result in intervention elements (Diener, 1984). As a result, the potential influence of life situation, income effect, and quality of life as a mediator between tourism development and subjective happiness is considered in this study.

Subjective Well-Being is a scale for assessing an individual's and society's quality of life. For millennia, philosophers have discussed the nature of the good life, and one conclusion that has developed is that the ideal life is happiness. Positive Subjective Well-Being is seen as required but not sufficient for a happy existence and a happy society. It's difficult to picture an unhappy and depressed

culture as an ideal civilization, regardless of how great it is in other ways. However, a person or society with a high level of subjective well-being may be missing an aspect like as fairness, which many people view as necessary. However, a person or culture with a high level of Subjective Well-Being may be missing an ingredient like justice, which many people regard as necessary for great quality of life (Diener, Oishi, & Lucas, 2003). Even though the person involved in the same incident, each person's happiness is unique. Happiness in each individual is determined by the meaning and comprehension of happiness (Hakim, 2008).

Subjective well-being can be divided into three categories: evaluative well-being (or life satisfaction), hedonic well-being (feelings of happiness, sadness, anger, stress, and pain), and eudemonic well-being (sense of purpose and meaning in life). (Subjective well-being, health, and the aging process). Subjective well-being is a broad category of phenomena that includes people's emotional responses, domain satisfactions, and overall life satisfaction judgments. Each of the specific constructs must be understood in its own right, but the components frequently correlate significantly, implying the need for the higher-order factor (Kozma, Stone, & Stones, 2000).

Tourism development is not only beneficial for the emergence of alternative tours to meet tourist interests, but it can also be used as a solution to problems such as poverty, cultural preservation, and environmental conservation. The tourism industry is one of the country's most important sources of foreign exchange and has the potential to contribute significantly to development. Conventional tourism products are being phased out, and tourists are increasingly gravitating toward tourism products that place a premium on the environment, nature, culture, and attractions. Tourist satisfaction is no longer solely determined by natural beauty and the completeness of tourist facilities, but also by the flexibility and intensity with which visitors interact with the environment and local communities (Susyanti & Latianingsih, 2017).

The importance of the community context and rural tourism entrepreneurs' role in tourism development and promotion. The focus group results suggest the

following 10 factors/conditions are most important for successful tourism development in rural areas: (1) a complete tourism package, (2) good community leadership, (3) support and participation of local government, (4) sufficient funds for tourism development, (5) strategic planning, (6) coordination and cooperation between businesspersons and local leadership, (7) coordination and cooperation between rural tourism entrepreneurs, (8) information and technical assistance for tourism development and promotion, (9) good convention and visitors bureaus, and (10) widespread community support for tourism (Wilson, Fesenmaier, Fesenmaier, & Van Es, 2001).

In addition, the tourism sector also has the potential to increase Indonesia's economic growth. This is shown by the natural state of Indonesia, which is one of the largest and largest archipelagic countries in the world. Indonesian tourism has the potential to be developed in every area that can bring in local and foreign tourists. In addition to saving the many charms of beautiful natural tourism, Indonesia is also rich in cultural tourism as evidenced by the many historical relics as well as the diversity of arts and cultural customs of the local community. So, with the many potentials it has, it makes Indonesia one of the tourist destinations.

Tourism is an activity that utilizes entertainment venues, natural beauty or even heritage sites that are developed and supported by service facilities, both facilities and infrastructure provided by local communities, entrepreneurs, local governments and even the central government. Tourism is a service activity carried out in an area by utilizing the nature around the area, either in the form of history or the natural beauty of the area itself. While a tourist attraction is a place, location or everything that can be visited by tourists for a tourist agenda.

Tourism has long been recognized as having both positive and negative effects on local communities (de Kadt, 1979; Krippendorf, 1987). Tourism development can signal economic modernization, resulting in job creation, income injection through a multiplier effect, increased viability of local businesses, economic regeneration and restructuring in cities with declining traditional industries, and stimulation of inward investment (Page & Connell, 2009). Inflation,

seasonality, lost opportunity costs, low-paying jobs, and potential over-reliance on tourism can all have negative economic consequences (Andereck, Valentine, Vogt, & Knopf, 2007). This economic restructuring process can result in societal social changes, and research frequently focuses on the negative effects of tourism on society, such as changes in value systems, individual behavior, family relationships, collective lifestyles, traditional ceremonies, or community organization (Milman & Pizam, 1988).

Subjective well-being is a synthesis of people's perceptions of their lives and their 'living' environment, which includes social, economic, and environmental factors (Diener, 2000). Residents' perceptions and evaluations of their local quality of life, as well as other environmental factors such as their living environment or shared space with tourists, are heavily influenced by subjective well-being. Every human being wants a happy life. No human being wants to live a difficult, restless, and not feeling at ease. However, every human being has different principles and perspectives in measuring happiness. Because what influences a person the most in measuring happiness are the principles and outlook on life that he stands for. For a Muslim, happiness is not always in the form of worldly material luxuries and abundance. Allah SWT in the Al Qur'an said:

وَأَنَّ هَذَا صِرَاطِي مُسْتَقِيمًا فَاتَّبِعُوهُ ۖ وَلَا تَتَّبِعُوا السُّبُلَ فَتَفَرَّقَ بِكُمْ عَن سَبِيلِهِ ۗ ذَٰلِكُمْ
وَصَّأَكُمْ بِهِ لَعَلَّكُمْ تَتَّقُونَ

“dan bahwa (yang Kami perintahkan ini) adalah jalan-Ku yang lurus, maka ikutilah dia, dan janganlah kamu mengikuti jalan-jalan (yang lain), karena jalan-jalan itu mencerai beraikan kamu dari jalan-Nya. Yang demikian itu diperintahkan Allah agar kamu bertakwa”.

(Qs. Al-An'am: 153)

Happiness can only be obtained by following the path outlined by Allah. What is meant by walking the path of Allah is to obey His commands and leave His prohibitions sincerely and correctly. Verse 153 of surah al-An'am above was

preceded by an explanation of some of Allah's commands and prohibitions to believers. So, it is certain that people who leave the path outlined by Allah will not be calm and unhappy. Because they will look for a way and a source of happiness on the path made and outlined by other than Allah and His Messenger.

Tourism activities can advance an area with various industrial sectors, add jobs and increase income in an area. In terms of culture or industrial areas, this tourism indirectly introduces cultural development because the existence of these attractions can introduce the cultural diversity of an area. If the tourism potential is managed properly, it will attract tourists to visit these tourist attractions. Tourists who visit have basic needs, namely the need for temporary shelter and food. The existence of tourists with their needs is an opportunity for entrepreneurs, then entrepreneurs build hotels. From the hotel, the government earns income in the form of taxes. The government also earns revenue from entrance tickets to these attractions. Furthermore, the development of tourist objects also opens up job opportunities for the community around the tourist attraction.

Each region in Indonesia shows each other the advantages of its tourism potential to attract tourists to visit the area. One area of Indonesia that has historical heritage sites and is used as a place of world wonders is the Borobudur Temple tourist spot in Magelang, Central Java. Borobudur Temple is the largest Buddhist temple in the world and at the same time one of the largest Buddhist monuments in the world. Today, the Borobudur temple is still used by Buddhists as a religious place. At the time of commemorating the Trisuci Vesak, all Buddhists came from both Indonesian and foreign Buddhists. Nowadays, Borobudur Temple tourism has been used as a favorite tourist spot by tourists to educate and carry out Buddhist worship.

With the development of tourist attractions on historical sites at Borobudur Temple, researcher examines and measures the residents' happiness indicators around tourist attractions to define the Happiness in tourism development. Then, what factors affect the Happiness Indicators of tourism activities. Furthermore,

researchers will examine the impact on the community around Borobudur Temple which is used as a tourist spot.

B. Statement of the Problem

There have been some recent studies about happiness affected by tourism development in previous study. The result of the previous study showed that the tourism development affected on the residents' subjective happiness and quality of life (QOL) and the effect of social and microeconomic factors on the residents' subjective happiness and the effects of cultural, environmental, and macroeconomic factors on the resident's QOL (Kafashpor, Ghasempour Ganji, Sadeghian, & Johnson, 2018). The other result of the previous studies showed that overall, respondents are happy. Indeed, 79% of respondents indicated that they were happy, while 76% revealed that they were satisfied with their lives. In addition, the study results indicated that time perspectives and optimism also impact happiness. Time perspective were related to individual's experience over time, and these judgments reveal negative as well as positive impacts on happiness in all time dimensions (past, present, and future) (Croes, Rivera, Semrad, Croes, & Rivera, 2016). Furthermore, the other results revealed that both types of tourism development contributed both positively and negatively to community well-being although enclave tourism is perceived to have fewer positive outcomes. On the one hand, enclave tourism provides valuable cultural opportunities but damages the environment, restrict entrepreneurship and favors local elites; on the other hand, agritourism, although not yet well-established in Mauritius, is perceived to positively enhance the cultural and social spheres of community life whilst supporting entrepreneurship (Naidoo & Sharpley, 2016).

Although there have been several previous studies on the happiness indicators affected by tourism development, the results from previous studies cannot be made as comprehensive results. Because, every human behavior and emotion will have different characteristics with the others. Therefore, this study is conducted to describe about the truly definition of Happiness according to Local

residents and what factors that influenced to local residents' happiness indicators from tourism activities in Borobudur Temple, Central Java.

C. Research Questions

Specifically, the researcher was interested to in the following three questions that guided our research.

1. What is the definition of happiness in the view of well-being concept according to Local Residents in tourism area?
2. What are the indicators to Local residents' Happiness Indicators to well-being concept from tourism activities?
3. What is the impact of the development of Borobudur Temple tourism on Local Residents to the well-being concept?

D. Research Objectives

1. To analyse the definition of happiness in the view of well-being concept according to Local Residents.
2. To analyse the indicators of Local residents' Happiness Indicators to well-being concept from tourism activities.
3. To analyse the impact of the development of Borobudur Temple tourist attractions on Local Residents to the well-being concept.

E. Contribution of the Study (Benefits of The Study)

The results of this study are expected to provide the following benefits:

1. For Researchers
This researcher is used as a comparative study between theory and practice received from lectures and what happens in society, which ultimately becomes the fulfillment of science for researchers.
2. For Academics
This research is expected to be used as a reference material for further research regarding residents' happiness indicators in tourism development.

3. For Stakeholders

- a. For government: This research can be used as consideration in determining tourism development in a historical site.
- b. For community: This research is expected to be used a reference for community to understand the residents' happiness indicators improving the well-being in tourism development.