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The influence of green open space and tourism-conscious work culture on the happiness of the people in Solok Regency

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The influence of green open space and tourism-conscious work culture on the happiness of the people in Solok Regency

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Abstract. In an effort to improve the happiness of the community, there is a need for green open space (RTH) and a tourism-conscious work culture. But in reality RTH is not a development priority in Solok Regency. This is seen by not being maintained and not well managed by the green open space. In maintaining green open space, it is necessary to have a tourism-conscious work culture from all relevant parties, but not all parties understand the importance of the tourism-conscious work culture. This study uses quantitative methods with associative research types that aim to determine the effect or relationship between two or more variables. The population in this study is the people of Solok Regency. Determination of the number of samples using the Slovin formula with a total of 400 people, and sampling techniques using Cluster Sampling and Incidental sampling techniques. The instrument used is a questionnaire. Research hypothesis testing uses regression analysis techniques with T Test (Partial) and F Test (Simultaneous). The results showed that: 1) Green Open Space had an effect on community happiness by 21.4%, 2) The influence of Tourism Awareness Work Culture on community happiness was 28.3%, and 3) the influence of green open space and shared tourism conscious culture - same effect on community happiness by 25.0%. 4) Green open space is in a very high category with the level of achievement of respondents at 81.0%. 5) Tourism conscious work culture is in the very high category with the level of achievement of respondents at 81.4%. 6) The happiness of the community is in the high category with the level of achievement of respondents at 77.4%.

1. Introduction

Based on the Solok District Regent Regulation No. 50 of 2017 concerning the Determination of the Location of Green Open Space in Solok Regency, the newly recorded areas as RTH are the areas of Arosuka, Alahan Panjang, Muaro Paneh and Sumani. The focus of green space management's Solok Regency is Alahan Panjang. Alahan Panjang's Green Open Space is a Green Open Space that is the pride of Solok Regency. In addition of being a pride of Solok Regency, Alahan Panjang's Green Open Space is also prepared as a means of tourism for the community to enjoy the natural beauty of Solok Regency. Alahan Panjang is a green open space designated for all types of visitors, both teenagers, families and also groups. The policy to fulfill 30% of green open space in the district / city is a form of green space benefits as the lungs of the city so that the creation of fresh and clean air.

Along with development of the Alahan panjang's Green Open Space, the active role of the community is also needed to maintain the beauty, cleanliness, comfort and foster public awareness in maintaining the green space. Public awareness to maintain the green space environment is very



important. In maintaining the green space, the working culture of the people who visit will be reflected.

The work culture that is intended is a tourism-conscious work culture. A conscious tourism work culture is a form of participation and support from the community in encouraging the creation of a conducive climate for tourism growth in an area and aims to improve people's welfare. Tourism awareness in this case is described as a form of public awareness to play an active role in two roles, namely: 1) the community is aware of its role and responsibility as a good host for guests or tourists; 2) the community is aware of their rights and needs to become tourism agents. A tourism-conscious work culture is the behavior / attitude of local people who can support tourism in an area, because it is the tourist community that interacts directly with tourists who come to the tourist attraction.

Open space is a significant place in the lives of many people. The effect of the diversity of open spaces in the city is a pleasant experience. This happens because open space is an area that allows users to participate in different active pleasures such as walking, playing sports or doing passive or informal pleasures such as enjoying the environment, breaking away from all problems, and engaging in social activities such as attending a joint event. Green Open Space has a direct impact on the happiness of the people who treat it. Green Open Sapce based on research results by [1] found that more than 40% of people use local parks every day for various activities.

Based on preliminary observations made on Saturday and Sunday July 7 and 8 2018, Alahan Panjang's Green Open Sapce is still in the stage of development so that the green open space is not well organized. Implementation in the field is also not in accordance with the theory put forward. Alahan Panjang' Green Open Sapce which is the pride of Solok Regency is not well maintained. This is reflected in the amount of garbage scattered on the location. The tourism community visiting Green Open Sapce does not reflect a good attitude in safeguarding tourism objects so that the Green Open Sapce is not well maintained. Traders who also act as tour operators do not participate in maintaining the beauty of green open space, these traders sell in places that are not appropriate such as on the shoulder of the road, near the park and in front of the entrance to the green open space.

2. Study of theory

2.1. Happiness

Happiness is a different concept of satisfaction. The happiness in the Kamus Besar Bahasa Indonesia is a pleasure, tranquility of life (born and inner) while satisfaction is a matter of being satisfied and relieved. Satisfaction is a positive response from customers which is indicated by things such as feelings of pleasure, fulfillment of expectations for a performance and service.

The concept of happiness, according to [2], can be seen from two corners of the field, namely the definition of moral-laden and morally-neutral. The definition of morality requires that the benchmark of happiness is moral values, which in essence is happiness centered on the implementation of virtue. On the other hand, the definition of happiness neutrally emphasizes subjective well-being in the form of full satisfaction with life or achievement of high enjoyment.

Happiness is a goal for every human being. Happiness is something that is fun, joyful, bringing pleasure and achieving a goal. Happiness in each person is different, because happiness is subjective. The happiness of each individual is different from each other despite experiencing the same event. Happiness in each individual depends on meaning and understanding happiness. Happiness according to [3] is the feeling or state of mind of a person which is characterized by a sense of comfort, peace and an urge to be more positive.

One country that is famous for its concept of happiness is the State of Bhutan [4]. The king of Bhutan, Jigme Singye Wangchuck in 1972 introduced the concept of Gross National Happiness (GNH) as the concept of measuring happiness. He introduced this concept as a form of his commitment to be able to develop the Bhutanese economy based on the values of spirituality and culture of the Bhutanese people. At first this concept was just ordinary speech, not a concept that was considered so serious. However, it turns out that the Center of Bhutan Studies, under the leadership of

Kharma Ura, developed the concept and every instrument in GNH so that it eventually became the measuring tool for the happiness level of the Bhutanese population. According to Karma Ura, this measurement concept covers nine aspects / dimensions and consists of 33 indicators taken from 124 variables. These nine aspects / dimensions, among others:

- Psychological wellbeing, consisting of four indicators, namely life satisfaction, positive emotions, negative emotions, and spirituality.
- Health, consists of four indicators, namely health status, number of healthy days, inability to engage in long-term activities, and mental health.
- The use of time, consists of two indicators, namely work time and sleep time.
- Education, includes four indicators, namely literacy, educational qualifications, knowledge and values.
- Cultural diversity, consists of four four indicators, namely language, artistic ability, socio-cultural participation, and Driglam Namzha. Driglam Namzha is a manners and behavior code. In Driglam Namzha also arranged how the Bhutanese people dress, both everyday and formal. Driglam Namzha also regulates a number of cultural assets, such as art and architecture. In english, "driglam" means "order, discipline, custom, rules, regimen". While "namzha" means "system".
- Good governance includes four indicators, namely political participation, political freedom, public services, and government performance.
- Community vitality, including four indicators, including social support, inter-community relations, families and victims of crime.
- Ecological diversity, there are four indicators, namely pollution, responsibility for the environment, nature reserves, and urban issues.
- Living standards, consisting of three indicators, including household income, assets, and housing quality

Happiness according to [3] is the feeling or state of mind of a person which is characterized by a sense of comfort, peace and an urge to be more positive. Based on the results of research conducted by [3] on Building a Model of Tourism Awareness Work Culture among Apparatus and Community of Tourism in an Effort to Increase Community Satisfaction Visiting Tourism Sites in West Sumatra explained that someone who visits tourist sites can relieve stress, fatigue and tired so that it creates a feeling of relaxation, comfort and calm which is expressed by various expressions that reflect happiness [5]. Happiness can be measured using a toga (3) dimension consisting of 8 indicators. These three dimensions,

- Comfortable, is a way / perspective of a person to enjoy a beauty. The indicators are: interesting, fresh, and expressive.
- Peace, is a state of the environment that can produce a relaxed and relaxed atmosphere. The indicators are relax and infrastructure.
- Positive action, is a reflection of positive thinking / positive thinking. The indicators are happy, big heart and enthusiasm.

2.2. *Green open space*

Green open space is an elongated area / pathway and / or grouping, whose use is more open, a place to grow plants, both those that grow naturally and those that are intentionally planted. Based on Law No. 26 of 2007 concerning Spatial Planning, the spatial planning of the city area must contain a plan for the provision and use of green open space with a minimum area of 30% of the city area. The plan for the provision and utilization of green open space in addition to being included in the City RTRW, City RDTR, or City Strategic Area RTR, is also included in the Urban Area RTR which is a detailed plan of the Regency's spatial layout.

Green open spaces (green open spaces) are planned spaces because of the need for joint meeting and activity places in the open air. Green open spaces (green open spaces), in general the meaning of space is dominated by natural environments outside and inside the city, in the form of parks, courtyards, city recreation areas and green lanes, and facilities that make an important contribution in improving the quality of the settlement environment, as an important element in recreational activities.

Green Open Space according to Law No. 26 of 2007 concerning Spatial Planning has the following functions:

- The main function (intrinsic) is the ecological function: to guarantee the procurement of green space to be part of the air circulation system (city lungs); micro climate regulators so that the air circulation system and water can naturally run smoothly; as shade; oxygen producer; rainwater absorbent; animal habitat provider; absorbing air, water and soil pollutants, and; windbreak.
- Extrinsic functions, namely:
 - Social and cultural functions: describe the expression of local culture; is a communication media for the city; Recreation areas; container and object of education, research, and training in studying nature.
 - Economic function: source of products that can be sold, such as flowers, fruit, leaves, vegetables; can be part of agricultural, plantation, forestry and other businesses.
- Aesthetic functions: increase comfort, beautify the city environment both from the micro scale: home yard, neighborhood, and macro: the city landscape as a whole; stimulates the creativity and productivity of the city; forming architectural beauty factors; creating a harmonious and balanced atmosphere between the built and unconscious areas

Based on government regulations Green Open Space has an understanding: Budihardjo and Sudanti [6] asserted that to develop an environmentally friendly city (ecopolis), green open space is needed that spreads in urban environments, considering that the ecopolis arranges the pattern of population settlements into the environmental carrying capacity. There are 6 indicators that can be used as a basis for assessing the elements of the physical environment of green open spaces, namely:

1. The role of green open space as a city environmental identity;
2. Green Open Space role in traveling destination orientation;
3. The role of green space in creating the beauty of the green system;
4. The role of green open space in enhancing the harmony of the surrounding buildings
5. The role of green space in increasing the comfort of the city;
6. The role of green space in enhancing social interaction.

2.3. *Tourism-conscious work culture*

A tourist-aware work culture can be intended to a concept that can broaden tourism's view not only to consider short-term economic impacts, but with the development of this tourism-aware work culture, tourism perspectives can be developed so that there is a sustainable development and improvement of tourism in line with popular economic growth. significant with the development of natural and cultural sustainability in community life. This can also be an effort to respond to the expectations of the people who visit so that they gain experience and impressions that can improve the quality of satisfaction and happiness. A tourism-conscious work culture can also be a form of mental character that gives meaning to expectations, values, and experiences that are useful for enhancing the capabilities and capacities of human resources and other resources [3].

The development of this tourism-conscious work culture when related to Kotler's opinion [3] is related to a tourist area, it can be considered related to the need for efforts that are able to develop products which are a combination of components, including physical goods, services, experiences, events, people, place, property, organization, information and ideas. Therefore, on the one hand this tourism-aware work culture can mean a development of interpretation of social interactions and human actions needed in development both physically and psychologically as well as expressive

actions in an effort to increase the satisfaction of visiting people. Tourism-conscious work culture in the opinion of [3] suggests that what is meant by tourism-conscious work culture is the values that become life views then become a habit, as well as reflected in the form of attitudes, behavior, and concern in social interaction in an effort to realize growth the development of tourism which can encourage the growth and prosperity of the socio-economic life of the community.

According to [3] formulated 10 indicators of tourism-aware work culture that are safe, orderly, clean, cool, beautiful, friendly, memorable, polite, polite and responsive.

- **Safe**
A condition in a tourist destination environment that provides a sense of calm, free from fear and anxiety for tourists to travel to these tourist destinations.
- **Orderly**
A tourist environmental condition and service in a tourist destination reflects high discipline and physical quality and consistent and articulated and efficient service so as to provide a sense of comfort and certainty for tourists.
- **Clean**
An environmental condition and the quality of products and services in tourist destinations reflect a healthy state so as to provide a sense of comfort and pleasure for tourists.
- **Cool**
A condition in a tourist destination that reflects cool and shady conditions that will provide a comfortable feeling for tourists.
- **5. Beautiful**
A condition in the tourist destination area that reflects the beauty, attractiveness and provides a deep feeling for tourists so as to realize the potential for repeat visits and encourage promotion to a wider tourism market.
- **Friendly**
An environmental condition in a tourist destination that comes from the attitude of the community that reflects a familiar and open atmosphere.
- **Memories**
A form of memorable experience in tourist destinations that will provide a sense of pleasure and beautiful memories for tourists.
- **Polite**
A condition in a tourist destination that comes from the attitude of the community that reflects good behavior and adheres to the customs that apply in these tourist destinations.
- **Courteous**
A condition in a tourist destination that reflects a smooth and good attitude in terms of language and behavior.
- **Responsive**
A condition in a tourist destination that reflects a fast attitude in giving a response to tourists who visit.

3. Research methodology

Methodology that used in this study is a quantitative method with associative research, which aims to reveal the influence of both independent / independent variables, namely, green open space, as well as tourism-conscious work culture on the dependent / dependent variable, namely the happiness of the community, both influence and influence simultaneously.

3.1. Population

The population is visitors to the Arosuka green open space. The population of visitors in the Green Open Space of Solok Regency was taken based on the total population of 366,213 people as shown in table 1.

Table 1. Population and district distance to the district capital

No	Sub-district	Distance (Km)	Grouping	Total population
1	Gunung Talang	10,00	Near	50.024
2	Bukit Sundi	21,00	Near	23.421
3	Kubung	22,00	Near	59.414
4	Danau Kembar	26,00	Near	19.768
5	Lembah Gumanti	36,00	Not too far	58.866
6	Payung Sekaki	35,00	Not too far	8.249
7	Lembang Jaya	34,50	Not too far	26.778
8	IX Koto Sungai Lasi	37,00	Not too far	9.696
9	X Koto Singkarak	39,00	Not too far	31.767
10	Hiliran Gumanti	50,00	Far	16.901
11	X Koto Diatas	59,00	Far	18.508
12	Junjung Sirih	45,00	Far	12.137
13	Pantai Cermin	66,00	Far	20.561
14	Tigo Lurah	95,00	Far	10.123
Total population				366.213

Source : data is processed by researchers 2018

3.2. Sample

Sample that used in this study is Cluster Sampling and Incidental Sampling. According to [7] To determine the number of samples from a population in the opinion of Slovin in Prasetyo dalam sugiono with the degree of inaccuracy due to sampling errors that can be tolerated at 5%. From the results of the formula, the number of research samples was 399.56 rounded up to 400 people visiting the green space.

4. Discussion

The results of the discussion in this study are as follows:

4.1. Green Open Space Influence on community happiness

Based on the results of the first hypothesis test, it was found that the partial green open space variable had a positive and significant influence on community happiness variables. This is evidenced by the results of data processing using SPSS (statistical program for social science) software version 17, it found that the significance value of the green space variable on Community Happiness of $0.000 < 0.05$. The magnitude of the influence of the Green Open Space variable on the happiness of the community in Solok Regency is partially 21.4% where this value is based on the adjusted r square value obtained after the t test of the first hypothesis of 0.214.

The results above in accordance with those expressed [1] found that more than 40% of people use local parks every day for various activities. This concludes that open space is a significant place in the lives of many people. The influence of the diversity of open spaces in the city is a pleasant experience. This is because open space is an arena that allows users to participate in different active pleasures such as walking, playing sports or doing passive or informal pleasures such as enjoying the environment, breaking away from all problems, and engaging in social activities such as attending a joint event.

4.2 Influence of Tourism-Conscious Work Culture on Community Happiness in Solok Regency.

Based on the results of the second hypothesis test, it was found that the variable tourist-aware work culture has a significant positive effect. From the results of the research data conducted using the SPSS (statistical program for social science) software version 17, it was found that tourism-conscious learning activities have a significant effect on the happiness variable of the community with a significance value of $0.000 < 0.05$ and adjusted r square value of 0.283 which means that the amount of

influence that is owned by tourism conscious work culture variable is partially to the happiness of the community in Solok Regency is 28.3%.

The findings of this study also prove the truth of the theory put forward by [3] that tourism-conscious work culture influences visitor satisfaction. The effect is 61.1%, which means that a tourism-conscious work culture has a significant effect on increasing the community's capacity. The final achievement of visitor satisfaction is the creation of a feeling of happiness over what has been felt and gained. The Influence of Tourism-Conscious Work Culture on Community Happiness in Solok Regency.

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The findings of this study also prove the truth of the theory put forward by [3] that tourism-conscious work culture influences visitor satisfaction. The effect is 61.1%, which means that a tourism-conscious work culture has a significant effect on increasing the community's capacity. The ultimate achievement of visitor satisfaction is the creation of a feeling of happiness over what has been felt and gained.

4.3 Effect of Green Open Space and Tourism-Aware Work Culture on Community Happiness in Solok Regency

Based on the results of the third hypothesis test, after the f test was found a significant effect jointly from green open space (X1) and tourism conscious work culture (X2) to community happiness (Y) in Solok Regency with a significance value of $0.000 < 0, 05$, and also found the adjusted r square value of 0.283 which means that together the two independent variables of this study have an influence of 28.3% on the dependent variable (community happiness) in this research location.

Conclusions from the findings of this study prove that efforts to increase community happiness can be done by building green open spaces and creating a tourism-conscious work culture. In practice, these two factors have a mutually influential relationship to happiness. Green open spaces and a tourism-conscious work culture have reciprocal and mutually influential relationships, in the sense that green open spaces can affect tourism-conscious work cultures and conversely tourism-conscious work cultures can also affect green open spaces. So that these two variables become factors that influence the happiness of the people in Solok Regency.

5. Conclusions

The purpose of this study is to find out whether there is an influence of green open space variables and a tourism-conscious work culture on the happiness of the people in Solok Regency. After doing the research and testing the research hypothesis, the conclusion of the study is as follows: 1) There is an effect of green open space on the happiness of the people in Solok Regency. The significance value of the effect of green open space on community happiness is 0,000 and the magnitude of the effect of green open space on people's happiness at the research location is 21.4%; 2) There is a significant influence on the work culture of tourism to the happiness of the community in Solok Regency. The significance value of the effect of tourist conscious work on the happiness of the community is 0,000 and the magnitude of the influence of tourist conscious work on the happiness of the community at the research location is 28.3%; and 3) There is an influence of green open space and tourism-conscious work culture together on the happiness of the people in Solok Regency. With a significance value of 0,000 and the magnitude of the influence of the two independent variables on the happiness of the community at the study location is equal to 28.3%, the rest is influenced by other variables not included in this study by 71.7%.

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