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**TECHNIUM**  
**SOCIAL SCIENCES JOURNAL**

**Vol. 16, 2021**

**A new decade  
for social changes**

[www.techniumscience.com](http://www.techniumscience.com)

ISSN 2668-7798



## The Local Genius as Millennial Tourist Attraction in Gumbrih, Pekutatan, Jembrana, West Bali

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**Abstract.** Local Genius indicates the determinants of tourist attraction from the point of view of Local genius in Gumbrih village need to be considered and well developed. The destination has the tourism attractiveness from the point of view of tourists in the village of Gumbrih needs attention to be managed properly, in determining tourist interest. Tourism Object Productivity has the facilities and infrastructure, infrastructure, and managers that support tourism activities in Gumbrih village are needed to be seriously and better developed and improved. Marketing has the product, people, process, and physical evidence need to be serious and require more attention to be managed better in order to meet the target market segment. Millennial interest has the village of Gumbrih as the choice of millennials to be able to travel, is very dominant to be maintained, because it is supported by beautiful, natural, beautiful nature and is equipped with ATV attractions, to be able to go around to the village area and gardens in the village and besides the Bali Reptile Rescue attraction, a youth-style restaurant, and a panoramic view of rice fields, forests and the echo of the waves that can be heard from these attractions.

**Keywords.** Local Genius, Destinations, Tourism Attraction, Marketing, Millennials, Gumbrih

### 1. Introduction

#### 1.1 The Background

Tourism is well known in Indonesia. The 1980s and 1990s, or commonly referred to as millennial tourists. And as tourism actors, millennials have an important role [1]. Around 31 percent of Bali's millennial tourists, Indonesia tend to take vacations suddenly. This figure is much higher when compared to Asia as a whole which is only 19 percent. Millennial tourists from Bali, Indonesia are also often influenced by the experiences of others [2].

The empowerment of natural potential based on local genius to attract millennial tourists, such as in Gumbrih Village, Pekutatan, Jembrana, Bali, has not been maximally developed. As a cause in this empowerment, there is a lack of understanding for tourism actors, especially local communities, village community leaders, activists of village community activities, and tourism awareness groups that have not utilized the existing potential which Adi Luhung, as ancestral heritage, has not been fully understood and developed. [3]. Therefore, the function of tourism actors is very important to build and develop local wisdom as a millennial tourist attraction for traveling.



The only resources in the area, as shown in Figure 1. Take advantage of the area, culture, uniqueness, authenticity, community friendliness, and natural beauty.



**Figure 1.1 The uniqueness and beauty of nature and culture in Bali, Indonesia.**

The area in Gumbrih Village has great potential to be developed by marrying and empowering local wisdom, for millennial tourist attraction, this tangible manifestation, and coordination needs to be intense from tourism actors to millennials in Indonesia [5]. Tourism actors in Bali utilize the Tri Hita Karana theory/concept as an effective tool such as harmonizing human relations with God in places of worship, and religious discussions and visits to sham, harmonizing relations between humans and others through discussions and meetings of millennials in their area, and the harmonization of human relations with the natural surroundings by planting trees to clean up garbage/plastic, etc. [6; 7]. The Balinese have an honest attitude, are full of tolerance, are friendly, and care about their environment [8].

## 1.2 Formulation of the problem

Based on the above background, the researchers are interested in conducting this research to produce a Local Genius empowerment model as a Millennial Tourism Attraction to Increase Village Economic Development. The problems that will be examined in this research include:

- 1) What are the determinants of Local Genius which has millennial tourist attractions in Gumbrih Village?

- 2) How is the local genius empowerment as a millennial tourist attraction to improve village economic development?

### 1.3 Research purposes

In general, this research aims to produce a local genius empowerment model as a millennial tourist attraction in order to improve the economic development of Gumbrih Village. Specifically, it aims to determine the determinants of Local Genius which have millennial tourist attraction in Gumbrih Village; to find out the reasons for tourism actors not taking advantage of local geniuses in their regions as military tourist attractions, in order to realize tourist destinations in their respective regions; and formulating a local genius empowerment model as a millennial tourist attraction by tourism actors to improve the economic development of the village of Gumbrih.

### 1.4 Contribution of Research

Empowerment of local geniuses as a millennial tourist attraction by tourism actors, and the development and development of this tourism, is very closely related to the potential that exists in their respective areas as assets that need to be developed to increase economic development. Therefore, this research is very important. in Gumbrih Village, Pekutatan District, Jembrana, Bali. where this location was chosen to represent the area in Jembrana, Bali. This research will produce a local genius empowerment model as a millennial tourist attraction to increase economic development and produce textbooks on Tourism, Empowerment of Local Genius as a Millennial Tourism Attraction.

## 2. Literature review

### 2.1 Empowerment, Local Genius, and Tourism Actors

Community empowerment is actually an effort to change people's behavior patterns to increase their ability and independence through four aspects, namely, social protection, capacity building, increased accessibility, and utilization of local potential [1]. Local genius is a new breakthrough in exploring and developing tourist attractions in Indonesia, especially Bali, such as Tri Hita Karana, a Balinese philosophy regarding how life is in harmony between humans and humans, humans and nature, and humans and creators. means how to live in harmony and balance. in Islam, 'Hablum minallah hablum minanas'. [6; 7].

### 2.2 Law No.10 of 2009 concerning Tourism

In this law, it is explained that tourism is a travel activity carried out by a person or group of people by visiting certain places for the purpose of recreation, personal development, or learning the uniqueness of a tourist attraction visited in a temporary period, and it is further explained that tourism is of various kinds tourism activities and supported by various facilities and services provided by the community, businessmen, government and local governments. So tourism is a whole activity related to tourism and is multidimensional and multidisciplinary which appears as a manifestation of the needs of every person and country as well as interactions between tourists and local communities, fellow tourists, the Government, Local Government, and entrepreneurs. [13].

### 2.3 Characteristics and Habits of Society

Indonesian society consists of various tribes that are scattered throughout the archipelago. Each tribe has its own character and character. Indonesia is a country that has a variety of cultures and ethnicities within the unity of the Republic of Indonesia with the motto "Bhinneka Tunggal



Ika". With this difference, the Indonesian nation is rich in culture (culture) and ethnicity, from various existing tribes and races. [11]. According to the Big Indonesian Dictionary, characters have the following meanings: 1). Psychiatric, moral or ethical qualities that distinguish a person from others. 2). Characters can also mean "letters". According to (Ditjen Mandikdasmen Ministry of National Education), the character is a way of thinking and behaving that characterizes each individual to live and work together both within the sphere of family, community, nation, and state. Individuals with good character are individuals who can make decisions and are ready to take responsibility for any consequences of the decisions they make. W.B. Saunders, (1977: 126) [11].

#### **2.4 Tourism Destinations, and Tourist Motivation**

According to Marpaung (2002) tourist objects and attractions are a form of tourism that must be supported by four main components known as "4A", namely: 1). An attraction is an object or tourist attraction that is owned by a location. There are three attractions that attract tourists, namely natural potential, cultural tourism, and artificial tourism. 2). Amenities are facilities that support tourism activities in tourist destinations such as accommodation or lodging businesses, restaurants or food and beverage businesses as well as public facilities such as toilets, gift shops, and others. 3). Accessibility is the ease of movement for tourists, starting from the ease of walking to tourist objects to the ease of finding these attractions. 4). Ancillary service is a service that supports tourism activities such as the existence of a tourism awareness group or private institution to manage tourism development in a tourist destination, the existence of a TIC (Tourist Information Center) which provides information to tourists in the form of brochures, books, maps, etc., as well as guides. tourism who is competent in his field and mastering the tourist attraction where he works. [4].

#### **2.5 Community Motivation for Tourism**

According to Schiffman (2008, p. 207), motivation is based on needs and goals. Motivation acts as a learning driver. The level of involvement determines the level of motivation of consumers to seek knowledge or about a product or service. [4] According to Jackson, 1989 (in Pitana, 2005) there are 7 factors that attract tourists to visit a tourist attraction as follows: 1) Location climate, 2) Expenditure or price, 3) Close to other destinations, 4) Special event, 5) Tourist attractions, 6) Culture, 7) Natural environment and Man-made environment. [4].

#### **2.6 Tri Hita Karana Theory, Motivation and Leadership**

The theory/concept of Tri Hita Karana comes from the word "tri" which means three, "Hita" which means happiness, and "Karana" which means the cause. Thus Tri Hita Karana means "Three causes of happiness." The concept of Tri Hita Karana cosmology is a tough life philosophy. This philosophy has a concept that can preserve cultural and environmental diversity in the midst of globalization and homogenization. Basically, the essence of the tri hita Karana teachings emphasizes the three relationships of humans in life in this world. The three relationships include relationships with fellow humans, relationships with the natural environment, and relationships with God which are interrelated with one another. Every relationship has a lifestyle of respecting other aspects around it. The principle of implementation must be balanced, in harmony with one another. [6].

#### **2.7 Tourism and Marketing in the Millennial Age**

With tourism, of course, cannot be separated from participation, especially in tourism development. Participation is the starting point in developing community-based tourism. With

the participation of all parties, especially the community, the tourism climate will be developed. When everyone supports them, the tourists will feel comfortable staying in a tourist attraction.

[9]

In the millennial era, there have been many changes in the attitude of young people towards tourism because the trend of their needs and desires is quite instantaneous to fulfill their needs. that the millennial generation still does not consider the importance of financial planning for their future. However, it also proves that the millennial generation is more reactive in using money. So, economically, in tourism, millennials will be a very soft market if the tourism products offered are according to their tastes. We can also find a similar thing from the results of an online survey conducted by Facebook and Crowd DNA of a thousand respondents aged 13-24 years in 2016. As many as 79 percent of respondents thought about the importance of saving, but only 62 percent had actually planned their future detail. In other words, the current millennial generation is more pragmatic and wants everything that is instantaneous, including using savings. The positive impact is that the demand created by the millennial generation actually spurs technological progress with the growing variety of applications that allow millennials to shop easily and quickly. Online shopping applications thrive, both in the form of market places such as Tokopedia, [2]

### **3. Research Method**

Based on the background of the problem, literature review, and research methods, the flow chart of this research can be seen in Figure 2.



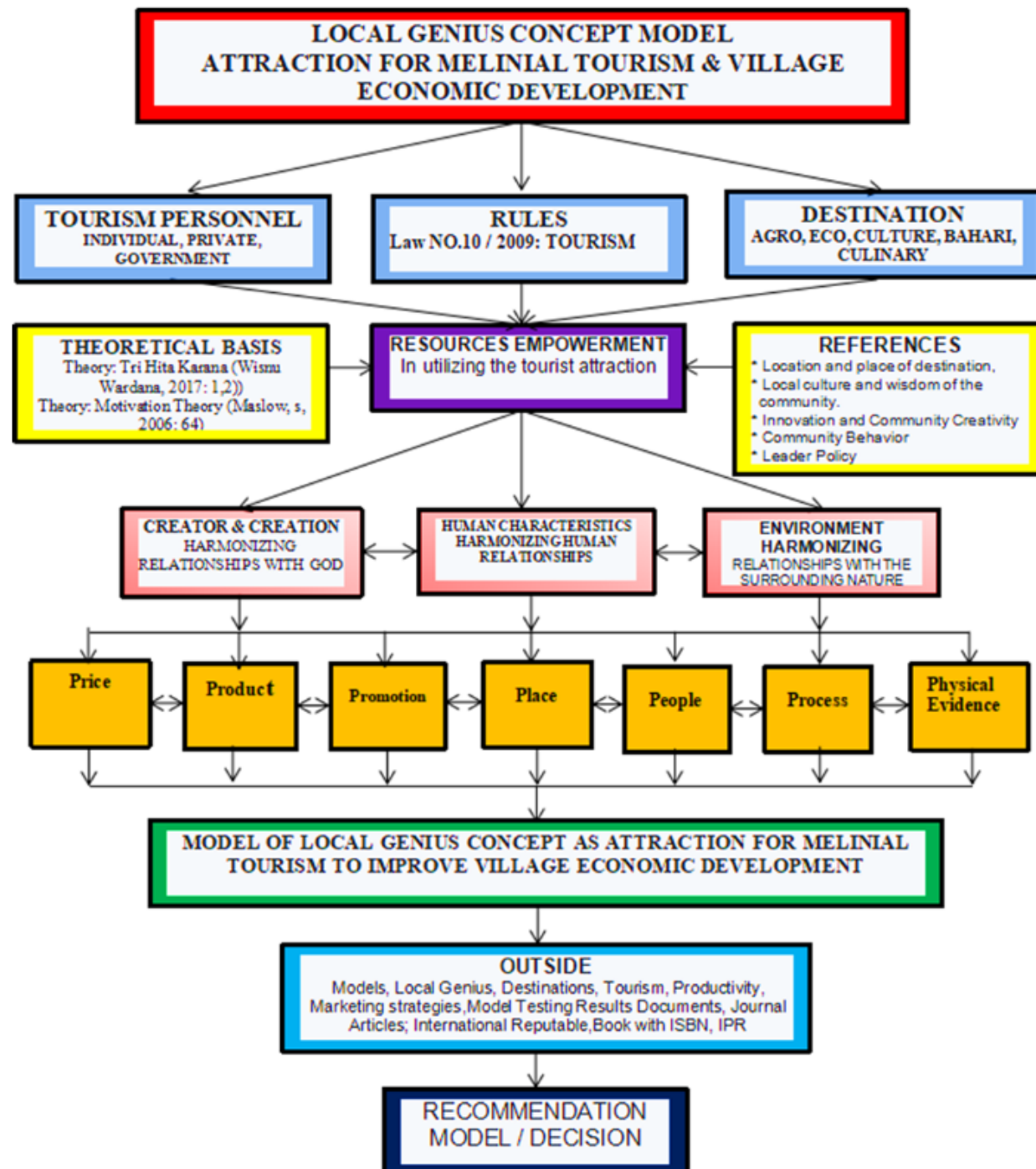


Figure 2. Research Flow in Field Research Development.

#### 4. Discussion Results

This research was conducted in Gumbrih Village, Pekutatan District, Jembrana Regency, for six months and to collect research data, and the location was chosen to represent tourism actors, as well as local wisdom and millennials in the region. This area is an example of millennial tourism based on local wisdom. The results of this study using a qualitative method with a tourism study approach and studied with the tri hita Karana theory, motivation theory, and leadership theory. Data were collected and analyzed by means of participant-observation, interview, and as a result of this research it can be presented that:

##### 4.1 Local Genius as a millennial tourist attraction in Gumbrih Village

Local Genius has a score of 3.6 which indicates that the determinants of tourist attraction from the point of view of Local genius in Gumbrih Village need to be considered and developed properly, as evidenced by the results of questionnaires and interviews with pokdarwis, traditional village heads, village heads, community groups in the village, that local wisdom is a noble ancestral heritage that needs to be preserved and as a basis for building the village.



The destination has a score of 3.4, which means that the tourist attraction from the point of view of tourists in Gumbrih village needs to get attention to be well managed, and built together so that it is always in demand by tourists.

The productivity of tourism objects has a score of 2.9 which means that the facilities and infrastructure, infrastructure, and managers that support tourism activities in Gumbrih Village need to prioritize more to increase the standard of their products so that the needs and desires of tourists from tourism products can be properly fulfilled in maintaining visitor expectations.

Marketing has a score of 2.9, which means that product, people, process, and physical evidence need to be more focused and more active, and better managed so that the target market segment can be met to maintain a balance between product, supply, and market demand.

The interest of Millennials has a score of 3.8 which means that Gumbrih Village as the choice of millennials is a very dominant thing to be able to travel needs to be maintained, because it is supported by beautiful, natural, beautiful nature and equipped with ATV attractions, to be able to go around. The village area and gardens in the village and besides the Bali Reptile Rescue attractions, a youth-style restaurant, and a panoramic view of rice fields, forests, and the echo of the waves that can be heard from these attractions.

#### 4.3 The model as a millennial tourist attraction to improve village economic development

Thus from the results of the above explanation after being formulated in the form of tables/graphs of 100 tourist respondents who visited Gumbrih village tourism objects, it can be seen in table/graph 4.1 which describes the very real and actual things where Millennials are interested in visiting village tourism objects. Cumbria is very dominant with an average score of 3.8, and what needs to get serious and more focused attention is the productivity of tourism and marketing objects, which score an average of 2.9, wherefrom the management, Pokmas, community, traditional village, and head Gumbrih village must pay more attention to being built and improved, and equally contribute to this, so that Gumbrih village tourism objects can run sustainably, in meeting the needs of tourists, the community and both local and central government.

**Table 4.1 Results of Average Score per variable**

No	Description	Mean
1	Local Genius	3.6
2	The Destination	3.4
3	The productivity of tourism objects	2.9
4	Marketing	2.9
5	The interest of Millennials	3.8

Source: the results of the distribution of research questionnaires are processed, 2020

## 5. Conclusions and Suggestions

### 5.1 Conclusions

Millennial era tourism is a well-packaged trend, considering that there are so many resources in Indonesia, especially regarding local wisdom that exists in each region. In general, this research aims to produce a local genius concept model as a millennial tourist attraction. In order to improve village economic development. This research was conducted in Gumbrih village, Pekutatan sub-district, Jembrana district, because this area is very unique, and has a beautiful panorama, its natural resources support and has the potential to be developed, while the focus of this research is to find out (1) factors that support millennial tourist attraction based



on Local Genius in Gumbrih village (2) tourism actors who do not use existing resources as a motivation to drive millennials towards tourist attraction (3) a model of empowering tourism actors in developing Local Genius-based millennial tourism to increase village economic development.

This research was conducted for six months in the village of Gumbrih and for the collection of research data, and the location was chosen to represent tourism actors, as well as local wisdom and millennials in the area. This area is an example of millennial tourism based on local wisdom. Researchers used qualitative methods with a tourism study approach and studied with the tri-hita Karana theory, motivation theory, and leadership theory. Data were collected and analyzed by means of participant-observation, interview, and as a result of this research it can be presented that; Local Genius has a score of 3.6 which shows that the determinants of tourist attraction from the point of view of Local genius in Gumbrih village need to be considered and built properly, the destination has a score of 3.4, meaning tourism attractiveness from a tourist point of view in Gumbrih village need to get attention to be managed properly, the productivity of tourism objects has a score of 2.9 which means that the facilities and infrastructure, infrastructure and managers that support tourism activities in the village of Gumbrih need to be improved and better built, Marketing has a score of 2.9 which means that product, people, process, and physical evidence need to be improved and managed better in order to meet tourism standards, Millennial Interest has a score of 3.8 which means that the village of Gumbrih as the choice of millennials to be able to travel, needs to be maintained which is supported by natural beautiful, natural, beautiful, and equipped with ATV attractions, to be able to go around The village area and gardens in the village are in addition to the Bali Reptile Rescue attractions, a youth-style restaurant, and a panoramic view of rice fields, forests and the echo of waves that can be heard from these attractions. As a suggestion for researchers, namely that the management of the village tourism village of Gumbrih pay more attention and improve infrastructure, facilities, and infrastructure, management of tourism products, tourism management processes, provide training to human resources in Gumbrih village, as well as concrete evidence that makes tourists' choices to meet their needs and desires. tourists need to be considered carefully so that tourism in Gumbrih village can run sustainably.

## 5.2 Suggestions

In order for the management of the tourism village of Gumbrih village to pay more attention to infrastructure, facilities, and infrastructure, management of tourism products, the process of managing tourism, so that the management process can run continuously. Provide training to human resources in the village of Gumbrih, in order to have competence in tourism, in serving every guest who comes to a tourist attraction. In terms of marketing, namely: product, people, process, and physical evidence, it requires more serious attention and focuses to be managed better in order to meet the target market segment. As clear evidence that the choice of millennial tourists to meet their needs and desires can be considered properly so that tourism in Gumbrih village can run sustainably.

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