

SEMINAR PROCEEDINGS



International Seminar On Tourism Sustainable Tourism Development Based On Tourism Behavior

24-26 February 2014



STiPRAM
Sekolah Tinggi Pariwisata Ambarukmo
YOGYAKARTA

INTERNATIONAL SEMINAR ON TOURISM
SUSTAINABLE TOURISM DEVELOPMENT
BASED ON
TOURISM BEHAVIOR



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COMMUNITY OPINION ABOUT SUSTAINABLE TOURISM DEVELOPMENT AT THE TOURIST VILLAGE OF JATILUWIH TABANAN REGENCY, BALI PROVINCE

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Abstract

The tourism development at Tourist Village of Jatiluwih causes co-modification of traditional buildings of saka roras and conflict of interest. This conflict of interest causes division in community. The community opinion about sustainable tourism development at the Tourist Village of Jatiluwih can be observed in five levels. The sustainable tourism development and community opinion cause meaningfulness to the community welfare, meaningfulness to conservation, and meaningfulness to empowerment.

Keywords: *community opinion, sustainable tourism, tourist village, Jatiluwih.*

Background

Bali has been one of the Main Tourist Destinations in Indonesia and even in the world as it has various tourist assets and has attracted many tourists. To maintain and increase the number of visits to Bali made by both the domestic and foreign tourists, the Government of Bali Province, with its community, has diversified the tourist products in addition to having kept good security, which is an investment in tourism industry, and enhancing the local community awareness of tourism. The diversity of tourist products created has basically referred to the Bali's potentials and abilities by involving the local community as the essence of the development. In the perspective of cultural studies, the development of tourism has been a reaction against the developmental failure done by the modernization created by the First World for the Third World. Reference [1] shows the development of tourism has been a correction of the tourist products created by applying the approach of fordism (an approach by which a great number of homogenous products are produced) and has been an effort made to apply the approach of postfordism (an approach by which a small number of heterogeneous products are produced).

To make the management of tourism involving the local community able to maintain the environmental balance and harmony and satisfy the tourists, sustain the existing social system, culture and economy, the development of tourism in Bali cannot be separated from the local genius of *trihita karana*, which refers to the balanced relationship of three elements. They are *parhyangan* (the relationship between man and his God), *pawongan* (the inter relationship of human beings), and *palemahan* (the relationship between man and his environment).

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Literature Review

As literature review, two research previously conducted and related to the tourist village are reviewed. The differences between this research and those previously conducted are on the research approach, the subject of the research, and the problems discussed. While the approaches applied in the previous research were cultural and sociological, the one employed in this research is cultural studies with multidisciplinary and interdisciplinary discussion. While the subjects of the previous research were the traditional villages, the subjects of this research are the traditional village as well as the administrative village. Viewed from the problems formulated, whereas those formulated in the previous research were related to the empowerment of the community and general things such as lay out and what dominantly operated the tourist village, those formulated in this research are related to the development of tourism at the tourist village, the community involvement in the development of tourism at the tourist village, and the impact and meaning of the development of tourism and community involvement at the tourist village. Based on what has been traced, the research related to the tourist village previously conducted can be described as in Table 1 below.

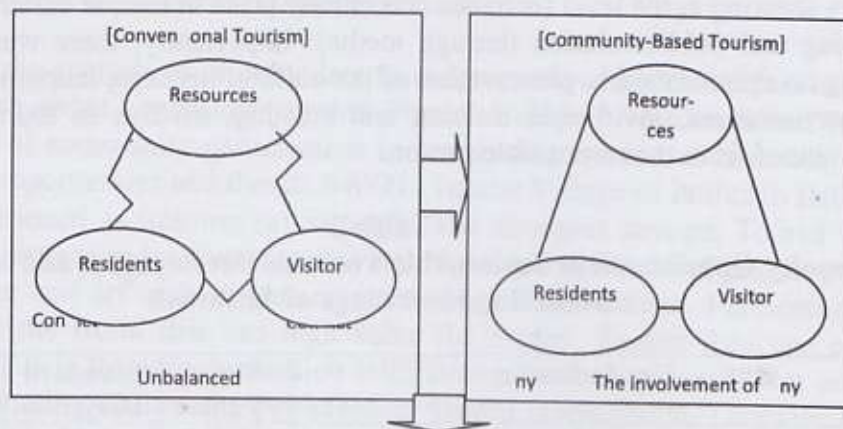
Table 1
The information obtained by tracing the research previously conducted

No.	Researcher	Approach	Substance
1.	Reference [2]	Cultural Paradigm	<ul style="list-style-type: none"> □ The problems discussed were why the traditional village of Penglipuran was developed as an integrated tourist village, the attempts made to empower the traditional village as an integrated tourist village, and the meaning of such an empowerment to the community of the traditional village of Penglipuran. □ The subject of the research was the community of the Traditional Village of Penglipuran.
2.	Reference [3]	Sociological	<ul style="list-style-type: none"> □ The problems discussed were general in nature such as arrangement of layout, construction of parking lots, and domination of the administrative village over the traditional village when running the Tourist Village of Jatiluwih. □ The subject of the research was the community of the Traditional Village of Jatiluwih.

In addition to the two researches above, the research conducted in Bali by [4] and [5] on the application of the community-based tourism and tourism in Bali are also referred to. This research presents the tourism in Bali which is directed to environmental safety, appreciation of the concepts of preservation and conservation, and appreciation of the community and local culture.

According reference [6], differentiates the development of conventional tourism from the community-based tourism development as follows. In the model of the development of conventional tourism, the interaction among resources, residents, and visitors is not balanced resulting in conflict. However, the model of the community-based tourism development, resources, residents, and visitors interact harmoniously and

the community plays a key role in the tourism development. The differences of the development of conventional tourism from the community-based tourism development can be described as in Figure 1.



- * Development is meant to create welfare for community
- * Revitalization of community through the utilization of resources
- * Tourism is promoted to be in harmony with the local life and environment
- * Responding capacity to increase demand for tourism

Figure 1 Concept and Significance of Community-Based Tourism Development
Source: [6]

The Tourism Development at The Tourist Village of Jatiluwih

The tourism development at the Tourist Village of Jatiluwih resulted in commodification of the traditional building of *saka roras*, that is much land surrounding the Luhur Petali Temple and at the forest north to the temple was sold. The socio-religious, cultural and economic factors were responsible for such sales. Viewed from *Bhisama Kesucian Pura* (the directives on temple holiness), it despised *Trihita Karana* (*parhayangan*, *pawongan* and *palemahan*), custom and religion. It also led to the commodification of the traditional building of *saka roras* (twelve-pillared traditional house) due to the conflict of interests among the stakeholders such as the community, the government, and the entrepreneurs in tourism. Furthermore, such a conflict made the community divided into groups of different interests in the development of tourism at the Tourist Village of Jatiluwih.

Community Opinion about Sustainable Tourism Development at The Tourist Village of Jatiluwih Bali Province

Community opinion about sustainable tourism development and management at the Tourist Village of Jatiluwih was collected by using 380 questionnaires. The results of community opinion as illustrated in Table 2 were classified in five levels: no opinion, strongly disagree, neutral, agree and strongly level.

There were 27 indicators about tourism, its benefit, effects, knowledge, sustainability issues and participation as shown in Table 2 below. The result of most of the indicator showed that people were strongly agreed, however, there were three indicators showing agree level (enhance community pride in unique culture, participation in planning and public relation through media). Importantly, there were 6 indicators indicating no opinions were: preservation of the cultural heritage, tourism degrades local natural environment, involve in training and meeting, involve in tourism exhibition, directly noticed from the responsible person.

Table 2
Community Opinion about Sustainable Tourism Development and Management at the Tourist Village of Jatiluwih

No.	Key Indicator	Mean Value	Standard Deviation	Agree Level
1.	Learn and exchange the culture with tourists	3.56	1.51	Strongly agree
2.	Relationship with tourists and other local people	3.42	1.49	Strongly agree
3.	Enhance community pride in unique culture	3.23	1.51	Agree
4.	Preservation of the culture heritage	3.55	1.56	No opinion
5.	Recognized of heritage site among tourists in term of art, traditions and dances, etc.	3.59	1.61	Strongly agree
6.	Help to create cleanliness of community	3.44	1.55	Strongly agree
7.	Promotes environmental awareness and waste management	3.41	1.53	Strongly agree
8.	Tourism helps to conserve the purity of attractions	3.22	1.58	Strongly agree
9.	Tourism degrades local natural environment	2.32	1.87	No opinion
10.	Tourism helps to preserve heritage properties	3.22	1.64	Strongly agree
11.	Local employment	3.66	1.55	Strongly agree
12.	Increase revenue	3.71	1.53	Strongly agree
13.	Quality of life is enhanced	3.52	1.58	Strongly agree
14.	Local economic is stimulated and diversified	2.32	1.87	Strongly agree
15.	The investors are attracted into community	3.51	1.64	Strongly agree
16.	Provides more business for local people	3.58	1.56	Strongly agree
17.	Tourism alleviates poverty	3.64	1.51	Strongly agree
18.	Involve in training and meeting	2.35	1.77	No opinion
19.	Involve in tourism exhibition	2.20	1.77	No opinion
20.	Public relations through medias	2.43	1.67	Agree
21.	Directly noticed from the responsible person	2.30	1.78	No opinion
22.	Directly noticed from neighbors	2.43	1.77	Fair
23.	Personally benefit from the tourism industry	2.77	1.71	Fair
24.	Participate in the tourism planning activities	2.32	1.74	Agree
25.	Participate in decision making of tourism management	2.43	1.82	No opinion
26.	Participation in tourism activities	2.43	1.82	Strongly agree
27.	Gain the benefit through tourism participations	2.32	1.78	Strongly agree

The majority of respondents (62%) stated that there were tourists visiting to their villages but their families members were not get involved in any tourism trips. Likewise, they believe that community participation in tourist village of Jatiluwih provide benefit to tourism development (53.9%). However, they have not participated in tourism management activities (planning, implementing, evaluation, etc.) 58.7%. Similarity, they did not undertake any types of tourism roles in their villages (70.5%), they were not involve any right, duties and responsibilities or contributions over Bali Tourism Authority (70%). Furthermore, the majority of respondents they were not providing any

home stay activities to tourists (77.4%). Most importantly the majority of respondents they did receive jobs or direct economic benefit from tourism community tourism but they wanted to involve in tourism in their community. In addition the majority of respondents 41.1% understood sustainable tourism.

From the analysis of primary data from interview with stakeholders and study of secondary data about community around Tourist Village of Jatiluwih and its existing circumstance of community participation in sustainable tourism at Jatiluwih, strengths, weaknesses, opportunities and threats SWOT Tourist Village of Jatiluwih Bali Province could be mentioned as follows: (a) Strength. The strongest strength Tourist Village of Jatiluwih is a natural and culture site, having the unique and architectural resources. It is rich in culture and art with important archaeological attractions. Furthermore, it is a destination in the world that had high value for money. Tourist they can easily find tourists guide. It is the safe destination with strong law enforcement. Not only is that Jatiluwih promoting community participation toward conservation. Likewise accessible on short arid frequent scheduled air flights from Ngurah Rai International Airport. (b) Weakness. The main weakness of this village were: mass poverty among the local community with lack of awareness, not enough developed tourism sector around the area and limited cultural maintenance and environmental protection, lacking of infrastructures development. This site is also lacking the quality of facilities, loss of environment and culture. There aren't well developed infrastructure (example road and public transportation). Indeed low level of community participation and lacking the information communication facilities. (c) Opportunities. The main opportunity Tourist Village of Jatiluwih is the largest economic sector in the world, furthermore the trends of tourism is deviated towards heritage, sustainable and community tourism. This village has multi image such as it is famous for religious, architectural and famous for village tourism. By the globalization it becomes good time to start small business and get extra income. The geographical location epically located near by the Bali is the one of the opportunity of this destination. The government rules and regulation system are also other opportunity to prompt tourism. It provides the opportunity to learn new skills and other culture and to promote cultural identity. Government supporting for village it has potentiality for pilgrimage tourism and general tourism. The friendly hospital local people, theirs multi culture, peace and security system and government promoted investment of this destination at Tourist Village of Jatiluwih. (d) Threats. This site also has some threats as follows: loss of environment and culture, rich people from outside the community buying the land and locals are replacing that results the loss of local cultures, traditions and economic benefits to the locals. Local Government do not respect community and without active community leadership in all dimension of management always danger of un-sustainability. Furthermore, there are the great threats of quality standards, challenges to generate income for local and building strong collaboration among the stakeholders.

Meaning Community Opinion about Sustainable Tourism Development at The Tourist Village of Jatiluwih

The meaning for community opinion with sustainable tourism development at the Tourist Village of Jatiluwih, it was meaningful to the community welfare, conservation, and empowerment. First, being meaningfulness to the community welfare is the manifestation of the concept of welfare in Hinduism, that is, *moksartham jagadhita*. This concept is framed by the concept of *caturpurusa artha* (*dharm, artha, kama, moksa*)

and the concept of *pancayadnya* to harmonize the implementation of *trihita karana* for the welfare of the local community. *Pancayadnya* refers to the religious rituals which, in this case, were packed in such a way using expressive symbols that it could reveal the multidimensional meaningfulness according to the time, place and situation. Welfare resulting from the development of tourism was considered dialectics of welfare by most the Jatiluwih Village community members. Secondly, as far as its meaningfulness to conservation is concerned, disharmony between culture and ecology took place. Ecologically, the land which should have been used to support the forest has been converted into the location where accommodation was built. As a consequence, to maintain cultural, social and ecological sustainability, the sense of diversity should be taken into consideration in developing tourism at a tourist village. Thirdly, as far as its meaningfulness to empowerment is concerned, it expressed collective awareness, ideological approach, openness, mutual love and assistance and solidarity contained in the ideology of the development tourism, that is, the welfare of the local community. However, only a few community members got empowered, meaning that the ideology to develop tourism for the community welfare did not fully take place yet.

Conclusions

The conclusions which can be withdrawn from this research are as follows. First, the development of tourism at the Tourist Village of Jatiluwih resulted in commodification, conflict of interests, and hegemony from the government. Secondly, the community opinion with sustainable tourism development at the Tourist Village of Jatiluwih by participating in the preparation, planning, operating, development, and monitoring stages. Thirdly, the meaning for community opinion with sustainable tourism development at the Tourist Village of Jatiluwih, it was meaningful to the community welfare, conservation, and empowerment

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