

COMMUNITY EMPOWERMENT IN THE DEVELOPMENT OF TERUNYAN VILLAGE AS A TOURISM VILLAGE-BASED ON CULTURE

by Dewa Putu Oka Prasiasa

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By:

Dewa Putu Oka Prasiasa

STIMI Handayani Denpasar - Bali

email: oka.dewaputu@yahoo.com

Abstract

This research focus examines the strengths, weaknesses, opportunities and threats in the development of Terunyan Village as a tourism village; the strategy and community empowerment in the development of Terunyan village. This research use postpositivisme paradigm aims to knows social phenomena, descriptively and qualitatively analyzed. The results showed that the strength of Terunyan Village is to have unique traditions, pristine forests, the cultural attraction of *Bali aga*, its people are ready to accept the presence of tourists, and there are relics of the ancient Bali; the weaknesses are have yet to have something to do and something to buy, as well as the lack of training tourism village; the opportunities are located among others on the Kintamani highway, and Government of Bangli Regency support the development of Terunyan tourism village; the threat that is going on shift traditional culture, lack of accessibilities, and the effect of global culture. The strategies in the development of Terunyan Tourism Village is making plans of tourist product development, pro-active attitude of the village community, to involve the community in the development of the potential of the village, tackling related problems of developing tourism village, make the product unique, powerful tourism competitiveness, and maintain and preserve the potential of the village to be a superior product.

Keywords: empowerment, tourism village, culture

1. Background

The development of alternative tourism with development of alternative attractions to suit the character of the area is the right step in anticipation of an increase in the number of tourist visits as well as possible against the saturation of tourist products. The development of alternative tourism also give opportunities for empowerment of potential tourist attractions in the village with their uniqueness and authenticity to be packaged and developed at the same time can improve the empowerment of local communities through tourism economic activities which are growing and developing.

In line with that in mind, then the development of tourism village is one alternative that is currently seen is very strategic to answer a number of agenda in the development of tourism in Indonesia and Bali. International Conference

on Cultural Tourism in Yogyakarta in 1992 was the forerunner of the development of tourism villages in Bali, because that's when for the first time announced the development of a tourism village in Bali, namely Penglipuran (Bangli), Sebatu (Gianyar), and Jatiluwih (Tabanan). Furthermore, the local Government of Bali by 2015 – 2018 through Bali Mandara II develop 100 village as a tourism village, one of which is the Terunyan village in Kintamani district, Bangli Regency.

According to Hadinoto (1996:188-189), the development of tourism based on the characteristics of traditional culture in the village or natural attractions adjacent to the development of the village as a tourist service center for tourists visiting these natural attractions. In addition, according to Erawan (2003) development of village tourism in line with the tourism development paradigm that is currently implemented by Bali sustainable tourism development sustainable. While the World Bank (1986) suggested that the role of the community aims to empower and enable people in all ranks to participate actively in decision-making in determining the planning and execution of development. The role of the community defined as the impetus for the government to formulate a ranking on all policies, strategies, plans, and implementation as well as the control of development through a process of consultation and dialogue with the government, the community, and the business of tourism.

Sustainable tourism development has put forward the characteristics of quality of experience; emphasis on social justice and the role of the community; development of tailored to limit or resource limitations; offers extensive activities includes an element of recreation, education and culture; in a distinctly regional character; give a chance to the tourists to take lessons, identify areas that they visit; not competing with (lethal) other industrial sectors that want to be sustainable; as well as integrated with the plans and priorities of the district, provincial and regional.

Furthermore, community tourism have small-scale characteristics; owned by members of the local community/group so as to benefit the local community; provide employment and economic opportunities in the local economy; scattered locations or are not concentrated in one place; the design and activities reflect the character of the local area, the continuity of the cultural heritage, do not turn off the industry and other activities that are complementary, offering a quality experience at the tourists, and it is a lucrative business activities.

The development of the Terunyan village as a tourism village-based on culture expected to optimally empowered communities through activities social, cultural, and economic. But in fact, community empowerment in the village experience various barriers and obstacles both internally and externally. This research aims to examine strengths, weaknesses, opportunities and threats in the development of Terunyan village as a tourism village; the strategy and formulate a strategy for empowering communities the village in the development of Terunyan village as a tourism village.

2. Literature Review

a. Community Empowerment

Prior to the description of the empowerment, first put forward the three pillars of tourism development, namely, the government, tourism entrepreneur, and community. The government as a political dimension, giving signs in the form of regulations governing development will be implemented; entrepreneurs of tourism as an economic dimension, have the capital to carry out its development; and the community as a social/cultural dimensions, have the right to participate in development.

Furthermore, to understand about empowerment, the United Nations gives the definition as the involvement of the mass of the population levels-levels in the process of formation of the decision in order to determine the objectives, implementation of the program on a voluntary basis, the utilization of the results of a program or project, and of the possibility of refusal of a program or project by the community.

According to Mayo (1998:162) community can be seen from two concepts, namely the community as a "joint", which is a geographic area that is the same; community as "shared interests", i.e. in common interests based on culture and identity. Related to this research, the society includes both of the above concept, includes the "together" and "common interests", which consists of the villagers.

Based on descriptions of community and empowerment, in the community empowerment is community involvement in the development of the village of Terunyan as a tourism village. The involvement of the community in the village could not be detached from the community and sustainable approach. The second approach is at the core of community-based tourism.

b. Tourism Development

According to the Page (1995:120) tourism development can be identified from five approaches. The fifth approach are: (1) The Boostern Approach, i.e. a simple approach that sees tourism as a positive attribute for a place and its inhabitants. However, the local community was not involved in the planning process and resource support in areas not considered mature; (2) The Economic Industry Development Approach, the approach of tourism economy purpose more precedence of social and environmental goals as well as making the visitor experience and the level of satisfaction as the main target; (3) The Physical Approach, i.e. an approach that is based on the land use of the geographical tradition, and consider the social impact of culture and development of tourism; (4) The Community Approach, namely that greater emphasis on the importance of maximum involvement of local communities in the development process of tourism; and (5) Sustainable Approach, i.e. a sustainable approach and concerned over the future of the long as well as the top resource and the effects of economic development on the environment that may cause interference with the established cultural and social patterns of life and individual lifestyle.

On the basis of the five tourism development approach, the approach of the community approach and sustainable approach can be the main emphasis in the development of tourism village. In its operational approach, community

approach and sustainable approach needs to be implemented properly and consistently, because if not done properly and consistently can potentially fail.

c. Tourism Village

5 According to Fakultas Teknik (1992) tourism village as rural areas with an overall atmosphere that reflects the authenticity of rural Bali, either from spatial structure, the architecture of the building, as well as patterns of socio-cultural life of the society, able to provide the components of basic necessities such as accommodation, food and beverages, souvenirs, as well as tourist attractions.

5 Tourism village is a form of integration between attractions, accommodation, and facilities are presented in a structure of people's lives that blends with the ordinances and tradition. The determination of a village as part of a tourism village must meet the requirements: good accessibilities, so easily visited by tourists by using various types of transport; having interesting objects in the form of nature, art and culture, legends, local food, and so on to be developed as a tourist attraction; the community and the village authorities to receive and give support to the village as well as the tourists who come to his village; security at the village 5 is assured; available accommodation, telecommunications, and adequate workforce; cool or cold climates; and relate to the other attractions that are well known by the public (Nuryanti, 1993).

According to Kemenparekraf (2016:14-15) village typology according to the type of tourist resources are distinguished into four, namely (1) tourism village-based the uniqueness of natural resources as the main tourist attraction, (2) tourism village-based the uniqueness of local cultural resources as a major tourist attraction, (3) tourism village-based tourism activities/uniqueness of creative work as a major tourist attraction, and (4) tourism village-based combinations (the uniqueness of natural resources local culture, resources, and activities/creative works) as a tourist attraction. In this study of the village of Terunyan included as a tourism village-based tourism typology the uniqueness of local cultural resources as its main tourist attraction.

d. Culture Tourism

The UNESCO World Commission on Culture and Development report Our Creative Diversity looks at culture as ways of living together. The World Bank defines culture "as the whole complex of distinctive spiritual, material, intellectual and emotional features that characterize a society or social group. It includes not only arts and letters, but also modes of life, the fundamental rights of the human being, value systems, traditions, and beliefs". (Nordic World Heritage Office, 1999) This definition refers to both tangible and intangible factors. These factors are commonly cited by researchers. World Tourism Organization (2005:3) noted an operational definition of cultural tourism: "all movements of persons to specific cultural attractions, such as heritage sites, artistic and cultural manifestations, arts and drama to cities outside their normal country of residence". Culture and cultural heritage affects people's identity, self-respect, and dignity. Besides, today we can observe

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increasing demand for cultural heritage sites. Festivals and events are important for cultural tourism throughout the world. Furthermore, they help to maintain, keep and store cultural traditions and values of societies. Remarkably, they are the cause of benefit and making better situation for local communities in all cultural areas (Nordic World Heritage Office, 1999).

According to The European Association of Historic Towns and Regions (EAHTR, 2006) the principles of sustainable cultural tourism are:

- 1) Attention to climate changes as a critical and uncomplimentary global issue i.e. trying to reduce carbon emissions.
- 2) Attention to intrinsic value to the cultural heritage of historic towns and cities.
- 3) Showing respect and admiration to reality and truth, exceptional qualities, rights and beliefs of local cultures and support approaches to cultural tourism.
- 4) Cultural tourism as an economically important activity should contribute to an overall schedules and agendas of sustainable development.
- 5) Preserving and conserving cultural heritage assets and contribute to achieving this.
- 6) Pay attention to the needs of local communities and host community should be getting involved in development and planning.
- 7) Justice and fairness are crucial to long term sustainability and cultural tourism should provide benefits equitably to the local communities.
- 8) Efficient and effective management requires well organized action and all local stakeholders including local government and politics, local groups of people and businesses, must be involved in the development of cultural tourism.
- 9) Cultural tourism must react and respond to the lacking things of visitor and help to achieving a high quality visitor experience.
- 10) The impact of tourism should be assessed according to the value of consumers and producers.
- 11) The management and development of cultural tourism should be responsive to change.

3. Methode

This research is qualitative research with application of SWOT analysis. Data were collected by documents study, observation and in-depth interviews key informant against (community leaders who understand about the tourism village and cultural tourism). Data has been collected further analyzed in qualitative-descriptive. With analysis like this, according to Bungin (2006:34) this is a research paradigm interpretivisme (postpositivisme) with the purpose to understand social phenomena.

4. Results

Nowadays, Bali currents of modernity, but there are areas which still holds fast to the ancient traditions. The area was known by the name of Terunyan village, located on the east side of Lake Batur, Kintamani district, Bangli Regency. Terunyan village as the original Balinese village or *Bali aga* has a unique burial customs. Generally the people of Bali who died her remains were burned or commonly called cremation. However, in Terunyan village each of its citizens died his body was not burned but rather just put on the ground in a tree called the *taru menyan*. They call it *mepasah*. According to understanding the Trunyan people, any remains of people who have died must be returned to the earth, and this is the way so they have been returned to earth.

Terunyan village has three graveyards, each differentiated according to cause the person's death. The first grave called *sema bantas*, this cemetery for those who died from suicide, fighting disease and malignant. While the second grave is called *sema nguda* is the cemetery for infants or adults who have not married. The third grave is *sema wayah* is the cemetery reserved for those who die of pain.

Based on the life cycle of tourism destinations are presented by Butler (1980), the village of Terunyan located in the development phase. At this stage occur high contact between tourists with the local people, because tourists using local facilities. Due to a high amount and frequency is high, then the socio-cultural and socio-economic impact on this great stage.

a. SWOT analysis of Terunyan Village

Strengths

The factor that becomes the strength and support to the internal side of the village. Based on the study, the strength of which belonged to Terunyan village are the unique and only has a tradition in Bali that is the tradition of burial of corpses not buried but placed above ground or below of *taru menyan* tree. This village has a pristine forest, the appeal of the *bali aga* culture is still strong, the local people are ready to accept the presence of foreign tourists, and there are historical relics such as Pura Pancering Jagat as proof of the existence of linkages with *bali aga* village (ancient village in Bali).

Weaknesses

The weakness identified based on research are Terunyan village have yet to bring up something to do (something that is being worked on), something to buy (various products souvenirs for memories), the lack of guidance and training of tourism particularly about tourist village to the local community.

Opportunities

In this research the opportunities are external factors or factors that influence from the outside against the development of Terunyan Village as a tourism village. The opportunities identified are Terunyan Village located on the Kintamani – Tampaksiring – Penelokan, located at a strategic place in the area of Kintamani Bangli, government policy which supports the development of the Terunyan Village as a tourism village.

Threats

Threats are things that become barriers to the tourism village which was affected by external factors or factors that originate from outside the village, including the shift of traditional culture, accessibilities, and the effect of Western culture as a consequence of the presence of tourism either outside or in the village of Terunyan.

b. The development strategies of Terunyan Village as a tourism village

Based on the results of the SWOT analysis, the strategy of the development of Trunyan Village as a tourism village such as table below.

Table
The Development Strategies of Terunyan Village as a Tourism Village

IFAS EFAS	Strengts(S)	Weaknesses (W)
Opportunities (O)	<p>SO Strategy</p> <ol style="list-style-type: none"> Working with tourism stakeholders to further develop the quality potential of Terunyan Village Maintain and preserve existing potential as hallmarks of the Terunyan Village as a tourism village 	<p>WO Strategy</p> <ol style="list-style-type: none"> Exploit tourism facilities are there to create a competitive tourism product It gives the extension and training of tourism, together with the stakeholders
Treaths (T)	<p>ST Strategy</p> <ol style="list-style-type: none"> Create a unique tourism products so that tourists love the Terunyan Village and the market to its full potential Do the coordination with the government and community of Terunyan Village to tackle existing problems 	<p>WT Strategy</p> <ol style="list-style-type: none"> Make a plan of tourism product development of Terunyan The local communities should be pro-active in order to realize the Terunyan Village as a tourism village Do the coordination and cooperation between community of Terunyan in tackling related problems of developing tourism village

Source: Prasiasa (2016)

c. Community empowerment strategies of Terunyan Village

Based on the analysis of the development strategy of Terunyan Village as a tourism village, if associated with the empowerment of the community, then it

can be formulated strategies to empower village community of Terunyan as follows.

- 1) Involve the community of Terunyan in the development of quality potential possessed by the village by first granted the extension and training of tourism by the entrepreneurs or the government.
- 2) Involve the community of Terunyan Village in various businesses and the community of the village being pro-active in order to realize Terunyan Village as a tourism village.
- 3) Involve the local communities in coordinating with the local authorities to tackle existing problems as well as tackling the problem regarding the development of Terunyan Village as a tourism village.
- 4) Involve local communities in making a unique tourism product so that tourists like the Terunyan Village, and optimally market including the use of social media for online marketing.
- 5) Involve the village communities in the utilization of existing tourism facilities to create a product that competes with the use of local materials and technologies based on development plan of the tourism product of Terunyan Village.
- 6) Involve the community of Terunyan Village in maintaining and preserving the potential advantages as a tourism village.

5. Conclusions

Based on the product life cycle in tourism destination, Terunyan Village is currently in the development stage. Strengths include Terunyan Village with the power has a unique traditional the only one in Bali that is the tradition of burying a corpse, has a natural forest, the appeal of the *bali aga* culture is still strong, the local people are ready to accept the presence of foreign tourists, and there are historical relics of ancient villages in Bali; weaknesses include Terunyan Village have yet to bring up something to do and something to buy, as well as the lack of guidance and training of tourism in particular about the tourism village; opportunities are on track in strategic tourist areas of Kintamani, and the government of Bangli Regency policies that support the development of Terunyan Village as a tourism village; and the threats are there's shift traditional culture, the occurrence accessibilities of less adequate, and the effect of Western culture as a consequence of the presence of tourism either outside or in the village of Terunyan.

The Development of Terunyan Village as a tourism village can be done by applying the four strategy i.e. SO strategy, ST strategy, WO strategy, and WT strategy. Prioritized to be applied in the first stage is a WT strategy of making development plan of tourism product in Terunyan Village, the pro-active attitude of local communities to realize the Terunyan Village as a tourism village, coordination and cooperation between the communities of Terunyan Village in tackling problems related the development of tourism village.

Community empowerment strategies can be done by involving the local communities in terms of the quality of the development potential of the village with the first given guidance and training of tourism, doing various businesses

and being pro-active in order to realize Terunyan Village as a tourism village. Besides, it's tackling the problem regarding the development of Terunyan Village, make a unique tourism products, the utilization of existing tourism facilities to create a powerful competitive tourism product using local materials and technologies, maintain and preserve the potential advantages by Terunyan Village as a tourism village.

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