

CHAPTER I

GENERAL INTRODUCTION

Chapter One introduces a general outline of the development of Community-based tourism in Indonesia, focus of the paper, aim of the paper, scope of the paper and ended with a brief description of the benefit of the paper.

A. Background of the Paper

United Nations WTO bring forecasts regarding the growth of tourism that will keep on continuing despite the fact that there had been reports of visibilities to new dispositions and tendencies in tourism (Tryan, 2007). Traditional tourism finds out major tour operators brands focused on “four S” (sand, sun, sea, and sex) is losing popularity (Patterson, 2021). The pattern of time and space on spending free time has also been changing through time. Many tourists became more and more aware of the negative effects of mass tourism that has been exploiting environment and especially to poor and unwell developed areas. Currently potential tourists nowadays have high education background, have higher income, and the key point is their intellectual expectations through tourism reach far beyond the “four S”. “New tourism” is now characterized by “3 E” (education, entertainment, excitement), where sustainability gives more impact to the development of tourism. Creating sustainable-tourism a preferable form of it. This new perspective towards tourism creates big potential for rural tourism, including community-based tourism (CBT) (Trayn, 2007).

As a touristic developing country (Wiratama et al., 2014), Indonesia has 17,499 islands including isles and archipelagos, all major religions of the world, approximately a thousand communities with over than four thousand spoken

languages including its mother language, the archipelago nation of Indonesia is often talked about as one of the world's most diverse nations. All of these natural wealth then creates a major asset for Community-based tourism to develop in its territory (Goebel, 2013).

In accordance with what is forecasted by UNTWO, tourism in Indonesia and the world is now experiencing a shift. Not only sunbathing on the beach, most tourists are now starting to seek tranquility and experiences that are more personal and touching. This was conveyed by Azril Azahari, Chair of the ICPI (Indonesian Tourism Scholars Association) in a dialogue in the CNBC Indonesia Profit program (republika.co.id, 2016). Meanwhile, Asnawi Bahar, Chairman of ASITA Indonesia, suggested that Indonesia increase its "Community Based Tourism" so that tourists can be loyal to tourism in Indonesia.

Dean of the Faculty of Tourism, Pancasila University, Devi Rosa Kausar at the "Community Based Tourism Takes Off" Seminar in Jakarta, November 2016 (republika.co.id, 2016), previously stated that Community-based tourism is very suitable in Indonesia because it is able to encourage community empowerment, help preserve local heritage and culture, as well as spur the creative industry. On a large scale, Community-based tourism was already taking place in Bali, besides that in Yogyakarta, which introduced a Tourism Village on a small scale. (Republika.co.id, 2016). According to Devi (2016), in terms of quantity the number of tourists decreased but in terms of quality, it increased. The tourists visiting are usually in a longer period of time and economically, of course there is an increase. Furthermore, she said that so far people have only been spectators even though the area is a tourist spot, even though there are many opportunities that can be used to increase their living standards.

One of the trends in the last decade has been mass tourism. After the 1st Bali Bombing in 2002 and 2nd Bali Bombing in 2005, Bali has become an

increasingly affordable destination. This has resulted in an improved number of visitors. However, with mass tourism, on average expenditure and length of stay of tourists are reduced. Thus, it takes more tourists in quantity to get sufficient income from the tourism sector.

In addition, mass tourism also gives a negative impact to the society and the environment itself. Whereas the main factors that underlie the development of tourism in Bali are its natural beauty, the friendliness of its people and the preservation of its culture (Hitchcock & Darma Putra, 2007). When mass tourism is allowed to take over the focus of Bali tourism, the uniqueness of the island of Bali which has been favored will be increasingly eroded. According to Nurdin (2012) the impacts that can be generated by mass tourism include: (1) cultural commercialization, (2) cultural friction, (3) cultural decline, (4) economic inequality, (5) conflict in the use of natural resources and land. and (6) environmental degradation.

One alternative to get around this problem is Community-based tourism which is an initiative that aims to improve local communities' involvement in the tourism sector (Binns & Nel 2002). Community-based tourism is a type of tourism where environmental, social and cultural aspects are integrated, managed and supervised by local communities and provides opportunities for tourists to learn about the lifestyle of the local community in particular areas (REST Project, 1997).

Tourists who spend time in areas rich in culture and biodiversity, while immersing themselves in the daily lives of local residents, will tend to support efforts to conserve the environment and local cultural heritage. Ideally, the Community-based tourism development process can empower local communities by building the skills, knowledge and confidence needed for tourism development in society directly. To successfully adopt the Community-based tourism program, the community must understand and be ready to

manage tourism by developing skills and increasing a sense of ownership (Bali CoBTA 2014).

In Bali, the development of Community-based tourism was marked by the establishment of the Bali Community-Based Tourism Association (Bali CoBTA) in 2010 with the support of the Bali Provincial Tourism Office and related private parties. Bali CoBTA is a non-profit and non-governmental non-governmental organization that is engaged in developing community-based ecotourism villages into "Tourism Villages" by being a liaison between interested villages and sponsors who are interested in participating (Bali CoBTA: 2014). Several villages that are included in the Bali CoBTA network include: Bedulu (Kab. Gianyar), Blimbingsari (Kab. Jembrana), Pancasari (Kab. Buleleng), Penglipuran (Kab. Bangli), Jasri and Budakeling (Kab. Karangasem), and Pinge (Kab. Tabanan).

The development of a tourist village is one way to achieve equitable distribution of tourism development and its benefits, as aspired by Undang-Undang No. 10 tahun 2009 and Perda Bali No. 3 tahun 2001 concerning Pakraman Village. Followed by the formation of Perda Kabupaten Tabanan No. 11 Tahun 2018 tentang desa wisata. For over than a decade, the Government of Bali gives interest toward the presence of tourism village. This was indicated by the attempts from the local governments to share regional allocation of Rp 7,5billion / year for the management of twenty-five tourism villages on Bali from starting from the year 2015 towards on (thebalitimes.com, 2014).

The Ministry of Tourism and Creative Economy of the Republic of Indonesia (Kemenparekraf) also pays more attention to the development of Community-based tourism (medcom.id, 2020). Expert Staff for Innovation and Creativity at the Ministry of Tourism and Creative Economy of the Republic of Indonesia, Josua Puji Mulia Simanjuntak, previously said that with the joining of the Ministry of Tourism and the Creative Economy Agency, the concept of community-based creative economy-based tourism is of particular concern.

Especially those located in villages that would become a strength. Village villages in Indonesia have many creative strengths based on local wisdom. It must be developed into Community-based tourism. The current tourism policies of the Indonesian government aim at a comprehensive integrated development of tourism, linking tourism to other economic sectors, stimulating small and medium scale enterprises (SMEs), promoting peoplecentred and ecologically friendly tourism (CBT research on Bali, 22 Sept 2009).

Strengthening the potential of the creative economy in the regions begins with mapping of its strengths and potentials and challenges. Then proceed with mentoring and strengthening the potential of the area followed by its development as a tourist destination.

"I suggest for the tourism community in the regions to continue and continue to explore creativity and local wisdom. Creativity based on local wisdom will be used together with the government as a superior work that will attract tourism interest," said Puji (medcom.id, 2020).

Due to the potential for large-scale, inclusive and mass negative impacts on local communities arising from tourism activities, community-based tourism is becoming a popular alternative approach among government and the private sector as part of a natural resource conservation strategy, in this case, development. sustainable-tourism and uphold conservation in Bali.

Community-based tourism is trusted to have great potential in providing different opportunities for local residents in developing areas. This is not only believed to provide financial benefits, but also in creating improved community involvement and participation in planning and developing tourism through innovative ways in their area (Harwood, 2010; Häusler and Strasdas, 2003; Johnson, 2010; López-Guzmán., et al., 2011). The aims of Community-based tourism development are to promote and preserve the local culture and practice and also for the environment around the destination, as well as improve the

community's social and economic welfare (Asker, Boronyak, Carrard and Paddon, 2010; Vanagas and Jagminas, 2011). In organizing and promoting tourism in their areas, local communities act as owners and decision makers in tourism management for the benefit of their environment. Community-based tourism generates significant benefits, not only for the community, but also for tourists seeking individualistic, participatory, sustainable, and distinctive spiritual and cultural features of the community (López-Guzmán et al., 2011; Thai Institute of Community-Based Tourism, 2012). Local community members, often rural, poor, and economically marginalized, invite tourists to visit their communities by providing overnight accommodation. Visitors have a unique travel experience by discovering a way of living, culture, historical heritage, nature and local wisdom that the members of the local community are proud of and they choose to share (Thailand Community Based Tourism Institute, 2012).

Although Community-based tourism has similarity in the context of preserving nature and cultural heritage to other models of sustainable-tourism development, the priority of the Community-based tourism concept emphasizes the role of local communities to have control in directing sustainable-tourism development in their own areas. Furthermore, Goodwin & Santili (2009) explain several indicators that can be used in measuring the success of development through Community-based tourism practice, namely;

- 1) social capital and empowerment,
- 2) improved livelihoods and standard of living,
- 3) local economic development,
- 4) commercial viability,
- 5) conservation/environment,
- 6) education,

- 7) sense of place,
- 8) tourism, and
- 9) collective benefits.

According to Häusler and Strasdas (2003), how many types of tourism can go hand in hand with community-based tourism, for example, ecotourism, ethnic tourism, cultural tourism, agricultural tourism, and rural tourism that are open to community ownership and control. Among the best examples of implementing community-based tourism in Bali, Penglipuran Tourism Village, Pinge Tourism Village, and Batu Bulan Village are considered as a notable example of the successful community-based tourism destinations.

Pinge Village in Tabanan, which is an old village in Marga Subdistrict as a village that preserves the art of "Jegog" (Budhiana 2013). This village has its own uniqueness, namely the shape of a resident's house with traditional architecture that is parallel and neatly arranged, in addition to a very picturesque natural landscape with a stretch of green rice fields. Furthermore, in 2012 *Badan Pengelola Desa Wisata Pinge* was formed in accordance with the traditional decision of Desa Pakraman Pinge No. 01 Tahun 2012. This agency is given the mandate to manage the development of tourist villages. These various development programs are able to attract tourist visits, especially those from France and Germany. In 2012, Pinge Tourism Village was recorded as having visited 749 tourists. Of the total number of visits, almost 25% were visitors who stayed at homestays managed by local communities, while the rest could be classified as one-day visitors.

Supporting facilities include rest areas in the form of information centers and tour guides. In 2010 the number of tourists visiting the Pinge Traditional Village reached 1,041 people. In 2011 the number increased to 1,408, then in 2012 it fell to 749 people, but what was encouraging was 187 of them staying overnight in the village (Buana 2013).

In 2016, the Tabanan Regency Government collaborated with BUMN, Indonesia Tourism Development Corporation (ITDC) and PT Semen Indonesia Tbk, to help the development of Pinge Tourism Village in terms of the large potential for agriculture and tourism (kabarnusa.com, 2016) through the annual CSR program. This effort then brought Pinge Tourism Village to receive several awards such as the 2017 & 2018 THK CSR Award for the company's efforts to empower communities in the tourism sector through sustainable development at Pinge Tourism Village in Tabanan (balitribune.com, 2016).

In mid-2020, Pinge Tourism Village was again awarded as one of the tourist villages that was ready to receive tourist visits amid the Covid-19 pandemic. This condition is in line with the readiness of the health protocol (prokes) as well as the pocketing *Tatanan Kehidupan Era Baru* certificate by tourism actors or in Tabanan it is called *Menuju Tabanan Aman dan Produktif* certification. Chairman of the Pinge Tourism Village Management Agency, A.A. Ngurah Putra Arimbawa, revealed that since August 12, 2020, Pinge Tourism Village has been reopened to tourists with the support and active participation of the community towards new habits during the pandemic (Bisnisbali.com, 2020).

This shows the readiness and strong willingness of the administrators and managers of Pinge Tourism Village in carrying out sustainable tourism in the form of community-based tourism, which is also supported by the seriousness of the Tabanan district government throughout the development of the Pinge Tourism Village by drafting Peraturan Bupati Kabupaten Tabanan No. 15 tahun 2017 tentang Rencana Tata Bangunan dan Lingkungan Kawasan Desa Wisata Pinge (Pemerintah Kabupaten Tabanan, 2017). This opportunity stimulates all relevant stakeholders to continue to strive to develop all the potential resources they have, including the Balinese people themselves who independently and in collaboration with related stakeholders continue to innovate to create new tourist attractions and attractions to bring in tourists so

that the ideals of tourism development are to improve the economy regions and the living standard of the community can be realized. The results of tourism should not only be enjoyed by some groups, but must be felt by the local community as both the object and the subject of the tourism activity itself. Therefore, nowadays, non-governmental movements have begun to emerge to develop and develop tourism potential in their respective regions, starting from tourism resource ownership, management and control. This movement is in accordance with the concept of Community-based tourism development or widely known as Community-Based Tourism.

Through the development of Community-based tourism, it is hoped that the tourism industry can become an instrument of development that is more prosperous for the community. Globally, Community-based tourism is not only a development program inside the tourism sector but also as part of a poverty reduction program.

B. Problem Formulation and Research Question

Community-based tourism is currently receiving considerable attention from the government, private sector and academics in Indonesia, especially in Bali. Most researchers focus on how well the implementation of community-based tourism is carried out in an area, community-based tourism strategic planning, and the impact of community-based tourism on social and economic factors in a community in Indonesia. However, little research has been done on the background of the problem of the relative importance of successful community-based tourism development perceived by community members.

This study provides a comprehensive analysis of the relevant factors contributing to the development of community-based tourism which has been successfully carried out exclusively in Pinge Tourism Village. Based from the problem stated above, the research questions are listed below;

1. How is the sustainable development of Pinge as a Tourism Village in Bali?
2. What are the roles of Community-based tourism in Pinge Tourism Village, Bali?

C. Aim of the Paper

The aims of conducting this research focusing on Community-based tourism in Pinge Tourism Village, Bali are;

1. To analyze the determinants of sustainable development and community-based tourism development that leads to Pinge Tourism Village's success as a tourism village in Bali;
2. To provide recommendations to the development of Community-based tourism villages in Indonesia.

D. Scope of the Paper

The paper is designed to seek and to explore the development of Sustainable tourism and Community-based tourism in Pinge Tourism Village, Tabanan Regency, Bali based from the theory of the development of Community-based tourism from Suansri (2003), with the indicator from each principles according to UNEP & UNWTO (2005) as seen in Chapter II. The scope of the research location in this research were carried out in the zone of the main tourism activities in the Pinge Tourism Village, Tabanan, Bali.

E. Benefit of the Paper

The benefits of conducting this paper focusing on Community-based tourism in Pinge Tourism Village, Bali are;

2. The theoretical benefit

Theoretically, the results of this paper are expected to be useful, namely:

- a. Provide valuable insights to other parties or communities to improve their approach and increase their chances of success in developing their local area and local residence.
- b. As a basis and reference for further research which is associated with Community-based tourism

2. Practical benefit

In practical terms this research can be useful as follows:

- a. For authors
Adding insight and thinking ability about the application of theory that has been obtained from courses that have been accepted into actual research.
- b. For Tourism Village managers
As a contribution to managerial suggestions and solutions for managers in Pinge Tourism Village