

**THESIS**

**SUSTAINABLE  
COMMUNITY BASED TOURISM DEVELOPMENT  
IN GUWANG, GIANYAR REGENCY**



**I WAYAN MIASTRA, S.M**

**POLITEKNIK NEGERI BALI  
BADUNG  
2024**

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IN GUWANG, GIANYAR REGENCY**



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2024**



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I hereby declare that the thesis research entitled “Sustainable Community Based Tourism Development In Guwang, Gianyar Regency” is truly free from plagiarism. Shall in the future there is plagiarism in this scientific paper, I am prepared to accept any sanctions pursuant to the prevailing laws and regulations.

The declaration has been thoroughly drawn to be applied accordingly

Badung, July 2<sup>nd</sup>, 2024



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**THESIS**

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GUWANG, GIANYAR REGENCY**

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**SUSTAINABLE COMMUNITY BASED TOURISM DEVELOPMENT IN**  
**GUWANG, GIANYAR REGENCY**

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## PREFACE

Praise to Ida Sang Hyang Widhi Wasa / Almighty God because of His blessings and grace the author is able to complete the thesis entitled “Sustainable Community Based Tourism Development in Guwang, Gianyar Regency”

The thesis is one of the requirements for graduation in the Applied Master in Tourism Business Planning Study Program, Applied Master Program, Tourism Department, Politeknik Negeri Bali. On this occasion, the author would like to thank all those who have helped in completing this thesis, to:

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The author realizes that this proposal thesis still needs to be refined, so the author welcomes constructive suggestions. The author hopes that this thesis can be continued and produce useful studies for interested parties. Finally, the author would like to apologize if there are still errors in writing this thesis.

Badung, July 2<sup>nd</sup>, 2024



I Wayan Miastra, S.M

# **SUSTAINABLE COMMUNITY BASED TOURISM DEVELOPMENT IN GUWANG, GIANYAR REGENCY**

**I Wayan Miastra, S.M  
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## **ABSTRACT**

This thesis aims to examine how sustainable community based tourism (CBT) is being implemented in Guwang Village, Gianyar Regency by applying qualitative data collection and analysis techniques. The study will highlight the factors that are important to the success of CBT projects and offer suggestions for enhancing the sustainability of tourism in the area. Data on current state of CBT in Guwang Village will be gathered through observation, documentation, interviews with key stakeholders, focus group discussion, and literature reviews. The objectives of the study will center on steps 5 to 9 of the 9 steps in the APEC Handbook of CBT, which include developing partnerships, adopting an integrated approach, planning and designing quality products, identify market demand and develop marketing strategy, and implement and monitor performance. The study important because it will provide insights in to applying CBT, which will help Guwang Village establish sustainable tourism. The result will also aid in pinpointing the critical elements that impact CBT project success and offer suggestions for enhancing the region's tourism industry's sustainability. It is anticipated that the investigation will be finished in six months. The outcomes will serve as a template for other towns to use when creating sustainable tourism initiatives.

Keywords: Community-Based Tourism, Sustainable Tourism, stakeholder



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# CHAPTER I INTRODUCTION

## 1.1 Background

Indonesia is a country that offers a wide range of tourism experiences, These experiences include ecological, social, and cultural activities. Tourism is also defined as an endeavor involving human activities to travel universally in a certain place. Tourist activities where tourists come to the destination not to settle. In line with what was formulated above tourism can be interpreted as an activity to visit a place to get a new atmosphere and purpose (Hafida, 2019). Tourism is thought to play a significant part in boosting the local economy. Therefore, for the tourism sector to run sustainably, it is imperative to foster tourism by putting the Community-Based Tourism concept in to practice (Sarabia-Molina et al., 2022). However, sustainability is not enough just a plan, but requires commitment from all parties to maintain sustainability. Sustainable tourism must pay attention to ecological aspects and sustainable economic development, as well as maintain cultural sustainability. Culture is one of the essential resources which is crucial the growth of the tourism industry (Leite & Lousada, 2022).

Tourism is a complex sector made up of various businesses, all centered around the common goal of offering services and services to visitors (Camilleri, 2018). Promoting regional and national economies becomes an important sector. All because tourism contributes to exchange rate accumulation, job creation, and infrastructure improvement (Matzana et al., 2022). Tourism investment is encouraged to increase revenue by creating aiding investments such as stock

exchanges, hotels, restaurants, banks, and various entertainment venues. All of the economic growth in the host country is led by these factors (Saleh et al., 2019).

For the Indonesian government, tourism is a strategic choice as a leading sector and a priority in supporting the future economy, through the contribution of foreign exchange income. In the Bank of Indonesia publication (2020), in 2019, the Indonesian economy, was up from the previous 17.9 billion USD in 2018, and tourism contributed 18.4 billion USD. Foreign exchange earnings in this sector have increased by an average of 12.3 percent per year and show that its performance is prospective. Tourism ranks second in foreign exchange contributors, only one level below coal as the highest contributor, and beats palm oil, iron/steel, and other industries (Patadjenu, 2023).

The environment and society are significantly impacted by the global economy. Tourism becomes an essential factor to fulfil the Sustainable Development Goals (SDGs) in a nation (Jones et al, 2017). It is one way to meet the Sustainable Development Goals which expired in 2030. This happens because tourism can be created all over the world even in the most remote places. Tourism can be built in a remote village with a special attraction. The impact development of tourism in a village will trigger the development of the surrounding area. This development may take the shape of tourism assisting with the village's infrastructure development (Rhama et al., 2022).

The advancement of agricultural tourism, which is based on the improvement of regional natural, agricultural, social, and cultural resources can lead to the growth of tourism-based community capabilities. Tourism-based community development

can include the role and rural communities' involvement. This is consistent with the growth of human capital and natural resources. To make the most of the village's and community's potential, When creating tourism villages, it is crucial to take into account how to grow and promote the community in a sustainable way. The development of tourism villages can maximize its influence on the well-being of farmers and rural communities by persistently exploring their possibilities. Thus, from the regional level or below, the growth of a tourist area is inextricably linked to the development and extraction of tourism potential (Komariah, 2018).

The development of villages into tourist destinations is known as tourist villages in Indonesia. Sudibya (2018) stated that tourism is a tourism product developed based on the potential of the village, both in the form of community, nature, and culture as an identity that has tourist attraction. Fasa (2022) states that because of the uniqueness and diversity of each village, the creation of tourism villages might be a tactic to raise the allure or appeal of travel to Indonesia. Not only may tourism villages be used as a means of diversifying product offerings, but they also have the advantage of being environmentally and culturally sustainable.

Guwang Village is a village in Sukawati District, Gianyar Regency, with a total area of 278.5 hectares. There are three sections to this village: the north, east, and west. In 2015 the population of Guwang Village was 6,029 people. Guwang Village does not have a forest area but, Guwang Village has a small industrial center such as wood carving, services, and cultural arts in Guwang Village are very developed. One of the communities in Bali is called Guwang Village which makes the potential of Art Market tourist attraction, Hidden Canyon Beji Guwang, and



Guwang Barong and Keris Dance as a unit of superior tourism objects. The existing potential must be managed properly to make a positive contribution to the village.

Attractions in the form of Art Market and Hidden Canyon are two leading tourist attractions that are still maintained to provide benefits to the community in Guwang Village. The development of the number of visitors and the profit obtained by this tourist attraction is displayed in the Table and Figure below.

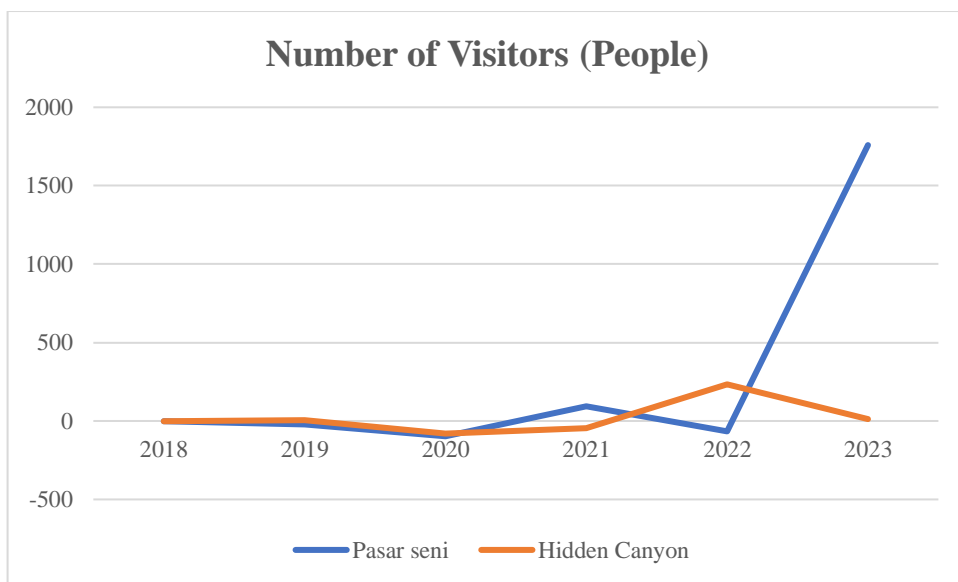
**Table 1.1 Number of Visitors to Art Market and Hidden Canyon in 2018 – 2023**

| No | Tourist attraction | Year | Number of Visitors (people) | Growth (%) |
|----|--------------------|------|-----------------------------|------------|
| 1  | Art Market         | 2018 | 194,400                     |            |
|    |                    | 2019 | 150,945                     | -22.35     |
|    |                    | 2020 | 3,864                       | -97.44     |
|    |                    | 2021 | 7,512                       | 94.41      |
|    |                    | 2022 | 2,440                       | -67.52     |
|    |                    | 2023 | 45,360                      | 1759.02    |
| 2  | Hidden Canyon      | 2018 | 30,078                      |            |
|    |                    | 2019 | 31,977                      | 6.31       |
|    |                    | 2020 | 6,341                       | -80.17     |
|    |                    | 2021 | 3,431                       | -45.89     |
|    |                    | 2022 | 11,447                      | 233.63     |
|    |                    | 2023 | 12,960                      | 13.22      |

**Source:** BUMDES Guwang, 2023

Data in Table 1.1 shows that the Guwang Village Art Market has decreased by 22.35 percent. When the epidemic struck in 2021, there was an upsurge of visitors, Covid-19. Conditions reversed back when the pandemic had subsided in 2022. Different conditions are shown by the Hidden Canyon tourist attraction. The number of visits to Hidden Canyon increased by 6.31 percent in the number of visitors from 2018 to 2019. A significant decrease occurred amidst the Covid-19

outbreak conditions in 2020 and 2021. The government’s 2022 reopening of Bali tourism resulted in yet another notable rise in visitor numbers. The increase reached 233.63 percent, but the number of visitors in 2022 was still much lower when compared to the number of visitors in 2018 and 2019. The increase in the quantity of guests is illustrated in the form of a graph below.



**Figure 1.1:** Art Market and Hidden Canyon Visitors 2018 – 2023  
**Source:** Data processing, 2023

Operating profit from the Art Market and Hidden Canyon tourist destinations from 2018 to 2023 is shown in Table 1.2 below.

**Table 1.2 Operating Profit Art Market and Hidden Canyon**

**Tahun 2018 – 2023**

| No | Tourist Attraction | Year | Operating Profit (Rp.) | Growth (%) | Growth (Rp.)    |
|----|--------------------|------|------------------------|------------|-----------------|
| 1  | Art Market         | 2018 | 79,647,500.00          |            |                 |
|    |                    | 2019 | 98,030,601.00          | 23.08      | 18,383,101.00   |
|    |                    | 2020 | -154,225,200.00        | -257.32    | -252,255,801.00 |
|    |                    | 2021 | -2,029,000.00          | 98.68      | 152,196,200.00  |
|    |                    | 2022 | 72,465,300.00          | 3671.48    | 74,494,300.00   |
|    |                    | 2023 | 31,890,435.00          | -55.99     | -40,574,865.00  |
| 2  | Hidden Canyon      | 2018 | 345,314,037.33         |            |                 |
|    |                    | 2019 | 490,803,237.37         | 42.13      | 145,489,200.04  |
|    |                    | 2020 | -181,002,360.90        | -136.88    | -671,805,598.27 |
|    |                    | 2021 | -64,560,712.68         | 64.33      | 116,441,648.22  |
|    |                    | 2022 | 153,250,190.86         | 337.37     | 217,810,903.54  |
|    |                    | 2023 | 411,311,190.00         | 168.39     | 258,060,999.14  |

**Source:** BUMDES Guwang, 2023

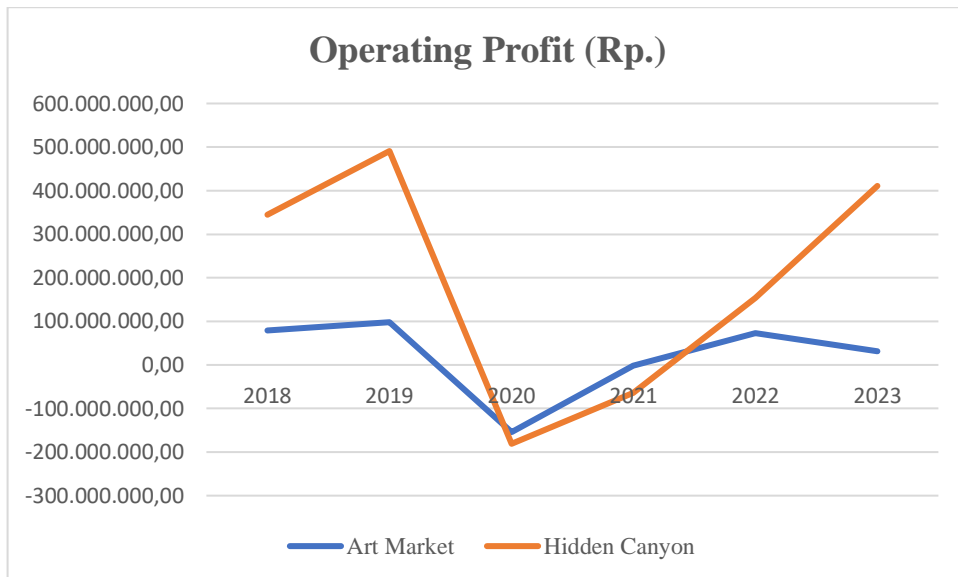
The operating profit obtained by Art Market showed a decline during the Covid-19 pandemic in 2020 and 2021. The increase in operating profit occurred in 2022 when the pandemic had subsided.

Operating profits obtained by Art Market show a different growth pattern than the growth in the number of visitors. There was an increase in 2019 and decreased dramatically during the Covid-19 pandemic. The increase occurred in 2022, but the amount of profit obtained was not as large as the achievement of profit in 2019. The number of visitors in 2023 has increased, but unfortunately, the profit growth has decreased. Profit growth is depicted in the form of a graph below.

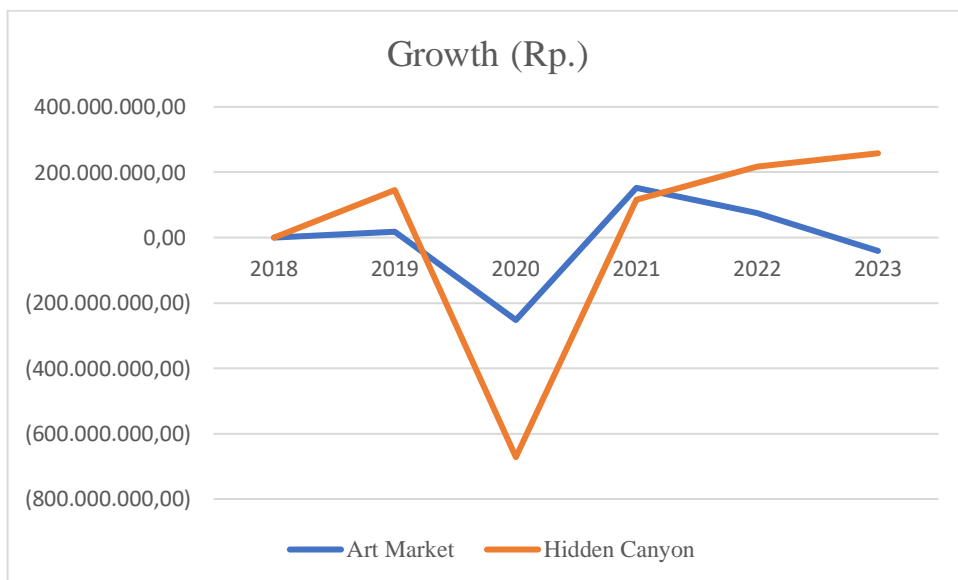
Operating profits obtained by Hidden Canyon show the same growth pattern as the growth in the number of visitors. There was an increase in 2019 and decreased dramatically during the Covid-19 pandemic. The increase occurred in 2022, but the

amount of profit obtained was not as large as the achievement of profit in 2019.

Profit growth is depicted in the form of a graph below.



**Figure 1.2.1:** Operating Profit Art Market and Hidden Canyon 2018 – 2023  
**Source:** Data Processed, 2023



**Figure 1.2.2:** The Growth of Operating Profit Art Market and Hidden Canyon 2018 – 2023  
**Source:** Data Processed, 2023

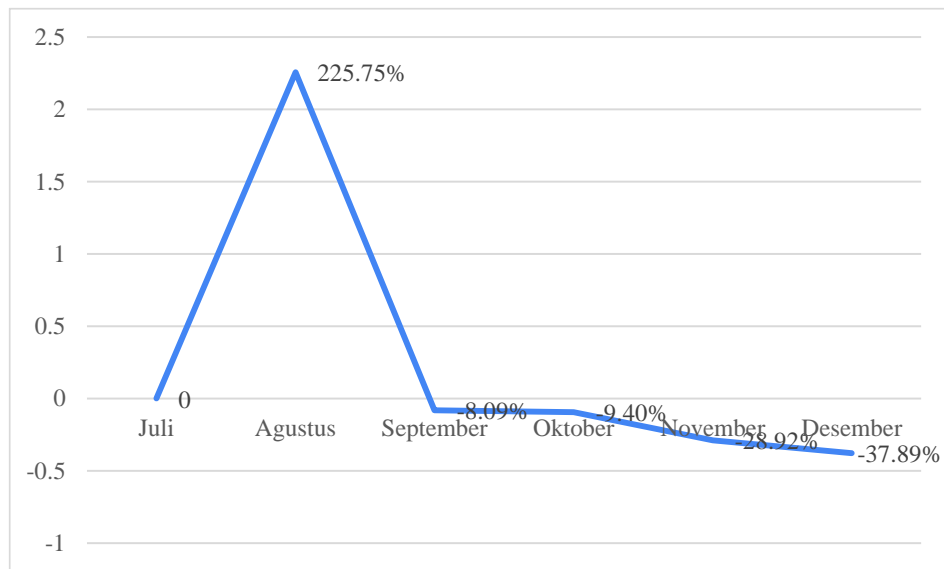
Data on the number of visitors and profits in Hidden Canyon show indications of a decline in management performance. This decreased management performance led to a decrease in visitor numbers and profits. The government has started opening the doors to tourism since the end of 2021 and fully opening in 2022. The revival of tourism has not been able to revive visits to Hidden Canyon. The latest data, namely until September 2023, shows the number of new visitors has reached 10,632 people and it is estimated that until December 2023 the number of visitors will not be able to reach the number of visits beyond 2019. The development of tourist activities two years after the revival of tourism was still unable to restore tourist activities in Hidden Canyon.

Guwang Barong and Keris Dance is a new tourist attraction that was opened in 2023. Construction of the new stage will be carried out in February 2023. The construction of the stage for the performance of the Barong and Keris Dance began to be done by turning Bale Tajen into a very beautiful performance stage. Guwang Barong and Keris Dance opened to tourists on July 12, 2023. This tourist attraction still needs further handling to be further developed in the future.

**Table 1.3 Data Number Of Visitors At Guwang Barong and Keris Dance**

| No | Month     | Number Of Visitors (People) | Growth (%) |
|----|-----------|-----------------------------|------------|
| 1  | Juli      | 334                         |            |
| 2  | Agustus   | 1088                        | 225.75     |
| 3  | September | 1000                        | -8.09      |
| 4  | Oktober   | 906                         | -9.40      |
| 5  | November  | 644                         | -28.92     |
| 6  | Desember  | 400                         | -37.89     |

**Source: BUPDA Guwang, 2023**



**Figure 1.3:** The Growth Number of Visitors at Guwang Barong and Keris Dance

**Source:** Data Processed, 2023

The data in Table 1.3 and Figure 1.2 the serious problems of Guwang Barong and Keris Dance. The number of guests in August 2023, or a month after the destination opened to the public, shows an unusually high growth in the number of visitors. The decline occurred from September to December 2023. This decrease can be caused by the end of the holiday season in the area or country of origin of tourists. But this decline became a dramatic drop occurred when the December guest count. The number of visitors in December was only 400, making it close to the number of guests when the destination only opened in July 2023.

The condition of tourism activities in Guwang Tourism Village shows a decrease in performance. This downturn poses a risk to Guwang Village,s tourism industry,s long-term viability. Innovative solutions are required to counter this threat and maintain the viability of Guwang,s tourism communities. Rahmat and Cahyadi (2019) stated that innovation is a model to increase organizational

competitiveness. Innovation for tourism villages is very important if you want to win the competition in the tourism industry. Tourism villages often only present monotonous tourist attractions so it will be boring for tourists. Tourism villages find it difficult to develop themselves to create tourist attractions that always have a stagnant attraction. Innovation in management is also very important so that more businesses owned by tourism villages become more advanced.

According to APEC (Asia-Pacific Economic Cooperation) standards, there are 9 standard procedures are advised for the growth and sustainability of community-based tourism. These steps are divided into 2 sections, namely: The first 4 steps in Section A are related to starting and developing CBT initiatives, which are useful for projects and sites that are embarking on CBT (Hamzah & Khalifah, 2009). The subsequent 5 steps in Section B are meant to address the sustainability of CBT projects, which are more appropriate for mature CBT projects that are gradually moving up the value chain. The nine steps are presented in detail and supported by the models developed from the case studies.

After observation in Guwang village, it turned out that there was an error in the implementation of CBT, on the ontological fact demonstrated by the statistical information above, the author found a significant research gap, namely the imprecision of Guwang Village's implementation of community-based tourism based on guidelines published by APEC recommendations for sustainable tourism village. The author will only address steps number 5 through number 9 of the nine APEC steps. This decision is based on the fact that the first four steps, which constitute section A Development, have already been carried out in Guwang

Village. The last five steps, which are section B Sustainability, are very important to be improved.

It has been a strong academic reason for the author to conduct academic research entitled **Sustainable Community-Based Tourism Development in Guwang, Gianyar Regency.**

## **1.2 Problem Formulation**

Based on the background above, the formulation of the problem in this study is as follows:

1. How is the implementation of sustainable community-based tourism development in Guwang, Gianyar Regency?
2. What is the model of sustainable community-based tourism development in Guwang, Gianyar Regency?

## **1.3 Objectives of The Study**

### **1.3.1 General Objective**

1. For Researchers

The study's findings are expected to add insight and experience to improve capabilities in managing tourist villages. As one of the academic requirements for completing the Master Program at the Bali State Polytechnic



2. For the Bali State Polytechnic,  
Future studies that follow up on this one are anticipated to refer to the findings of this one
3. For Management and the Guwang Village Community,  
This paper is expected to provide positive information about the strategy for managing tourist destinations the Management of Hidden Canyon Beji Guwang, Guwang Art Market, and Guwang Barong and Keris Dance. It is hoped that it can educate the people of Guwang Village themselves about the importance of their participation in keeping these tourist destinations clean, sustainable, and sustainable.

### **1.3.2 Specific Objective**

1. To analyze the implementation of sustainable community-based tourism development in Guwang, Gianyar Regency.
2. To design the model of sustainable community-based tourism development in Guwang, Gianyar Regency.

## **1.4 Significances of The Study**

### **1.4.1 Theoretical Benefits**

It is anticipated that this research will add to the body of knowledge or scientific investigations about the analysis of community based tourism for creation of sustainable tourism village development in Guwang, Gianyar Regency.

### **1.4.2 Practical Benefits**

The practical benefits of this research are as follows:

1. For Researchers

The results of this study are expected to add insight and experience to improve capabilities in managing tourist villages. As one of the academic requirements in completing the Master Program at the Bali State Polytechnic.

2. For Bali State Polytechnic

Future studies that follow up on this one are anticipated to refer to the findings of this one

3. For Management and the Guwang Village Community

This paper is expected to provide positive information about the strategy for managing tourist destinations to the Management of BUMdes Garuda Wisnu Prabawa and The Management of BUPDA customary village. It is hoped that it will be able to educate the people of Guwang Village themselves about the importance of their participation in keeping these tourist destinations clean, sustainable and sustainable by utilizing the potential of the local community to increase the people's economy.

## **CHAPTER VI CLOSING**

### **6.1 Conclusion**

Based on the background, problem formulation, and objectives of the study, several conclusions can be drawn regarding the sustainable community-based tourism development in Guwang, Gianyar Regency:

#### **6.1.1 Implementation of sustainable community-based tourism development in Guwang, Gianyar Regency**

The implementation of sustainable community-based tourism development in Guwang, Gianyar Regency, involves a series of strategies that focus on the active participation of local communities, cultural preservation, and environmental conservation. The community is involved in every stage of tourism planning and management through the establishment of local committees and discussion forums. Training and education are provided to increase the capacity of the community in managing the tourism business and protecting the environment. Local tourism products, such as handicrafts, dance, and typical culinary, are developed to offer an authentic experience for tourists. Basic infrastructure is being improved to support the accessibility and comfort of tourists, while promotions are carried out through digital media and partnerships with travel agents. Monitoring and evaluation are carried out periodically to ensure the positive impact of tourism on the economy, social, and environment. Policy and regulatory support from local governments also play an important role in supporting this sustainability. With a holistic and participatory approach, Guwang can develop tourism that not only improves the

economic well-being of local communities but also preserves culture and the environment for future generations.

### **6.1.2 Sustainable community-based tourism development model in Guwang, Gianyar Regency**

The sustainable community-based tourism development model in Guwang, Gianyar Regency, emphasizes the active involvement of local communities in every stage of tourism planning and implementation. Through the establishment of local tourism committees and regular discussion forums, communities are empowered to contribute to decision-making. Education and training are provided to improve skills in tourism management and environmental awareness. Authentic local tourism products, such as handicrafts and typical culinary, are developed to provide added value for tourists and a source of income for the community. Infrastructure is improved to support the accessibility and comfort of tourists, while marketing is carried out effectively through digital platforms and cooperation with travel agents. Continuous monitoring and evaluation ensure positive economic, social, and environmental impacts. Policy and regulatory support from local governments is also very important to support this initiative. With an integrated and sustainable model, Guwang can develop tourism that is not only economically beneficial but also preserves the local culture and environment.

## **6.2 Recommendations**

Based on the analysis of the problems in sustainable community-based tourism development in Guwang, Gianyar Regency, the following recommendations are proposed:

### **6.2.1 Implementation of sustainable community-based tourism development in Guwang, Gianyar Regency:**

For the implementation of sustainable community-based tourism development in Guwang, Gianyar Regency, it is recommended to focus on empowering local communities through comprehensive training and education on tourism management, entrepreneurship, and environmental conservation. The community needs to be actively involved in every stage of planning and decision-making through the establishment of local tourism committees and regular consultation forums. The development of authentic and diverse local tourism products, such as handicrafts, art performances, and traditional culinary, must be encouraged to increase the attractiveness of destinations and provide direct economic benefits to residents. In addition, it is important to improve basic infrastructure and supporting facilities that are environmentally friendly to improve accessibility and comfort for tourists. Effective marketing strategies, especially through digital media and collaboration with travel agents, will help promote Guwang as a unique and sustainable tourist destination. Policy and regulatory support from local governments is urgently needed to regulate and support this initiative. Periodic monitoring and evaluation are also important to ensure that tourism development is carried out by sustainability principles and has a long-term

positive impact on the economy, society, and the environment. With this holistic and participatory approach, Guwang can achieve success in developing sustainable tourism that brings far-reaching benefits to the entire community.

### **6.2.2 Sustainable community-based tourism development model in Guwang, Gianyar Regency**

To develop a sustainable community-based tourism model in Guwang, Gianyar Regency, it is important to establish a framework that puts local communities at the center of all tourism activities. A crucial first step is to establish a local tourism committee consisting of community representatives, indigenous leaders, and the government to ensure the active participation and involvement of all stakeholders. Capacity building of the community through ongoing training and education on tourism management, entrepreneurship, and environmental and cultural preservation, will prepare them to effectively manage and develop local tourism potential. Diversifying local tourism products, including handicrafts, performing arts, and distinctive cuisines, can enhance the appeal of destinations and provide an authentic experience for tourists. Adequate and environmentally friendly infrastructure also needs to be built or improved to support the accessibility and comfort of tourists. Effective marketing strategies through digital platforms and partnerships with hotel and travel agents must be implemented to promote Guwang as a sustainable tourist destination. Continuous monitoring and evaluation of tourism impacts must be carried out to ensure that the resulting economic, social, and environmental benefits are in line with sustainability principles. Policy and

regulatory support from local governments is also very important to create an environment conducive to sustainable tourism development. With this model, Guwang can develop its tourism sector in a sustainable manner, which will ultimately improve the welfare of the local community and preserve the cultural heritage and the local environment

### **6.2.3 Advice for Managers**

For managers in Guwang, Gianyar Regency, it is highly recommended to focus on the involvement and empowerment of local communities in every aspect of tourism management. Providing ongoing training for communities in tourism, business management, and environmental conservation skills will equip them with the ability to actively participate and contribute significantly. It is also important to develop authentic and diverse tourism products, which reflect the rich culture and natural beauty of Guwang, such as handicrafts, performing arts, and typical culinary. Upgrading and maintaining basic infrastructure, including road access, sanitation facilities, and tourist information centers, should be a priority to ensure the comfort and safety of tourists. Effective marketing through digital platforms and collaboration with travel agents can help expand the reach of promotions and attract more tourists. In addition, continuous monitoring and evaluation of tourism impacts need to be carried out to assess the success of the program and make the necessary adjustments. Managers must also work with local governments to ensure that policies and regulations that support sustainability are implemented consistently. With this approach, managers can ensure that tourism in Guwang develops

sustainably, provides equitable economic benefits, and preserves the local culture and environment.

#### **6.2.4 Suggestions for Future Researchers**

For further researchers who are interested in the development of sustainable community-based tourism in Guwang, Gianyar Regency, it is recommended to focus on in-depth research on the social, economic, and environmental dynamics that exist in the community. Digging deeper into the perception and involvement of local communities towards tourism can provide valuable insights into the challenges and opportunities that exist. Research should also include an analysis of the successes and failures of sustainable tourism models that have been implemented in other regions as learning and adaptation materials. In addition, it is important to develop a methodology that can quantitatively and qualitatively measure the impact of tourism on the welfare of local communities and environmental sustainability. Collaboration with various stakeholders, including local governments, tourism managers, and communities, can result in more comprehensive and relevant data. Researchers are also expected to produce practical recommendations that can be implemented by managers and policymakers to improve the sustainability of tourism in Guwang. With a holistic and participatory research approach, this study can significantly contribute to the development of a tourism model that is not only economically beneficial but also supports social welfare and environmental conservation in Guwang.



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