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The Implication of the Development of Serangan Tourist Village from the Economic Perspective

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Abstract—The decision made by the Mayor of Denpasar to determine Serangan Village as a tourist village is intended to improve the local people's prosperity. Since it was determined as a tourist village, the local people have been getting more active in keeping their environment clean, safe and comfortable, causing it to be more getting sustainable. The decision made to determine it as a tourist village certainly economically, socially and culturally contributes to the local people's lives. This article focuses on the analysis of the development of Serangan tourist village from the economic perspective using the qualitative data. The data were collected starting from an interview in which the interviewee was one of the village's figures who is knowledgeable of the development of the implication of the Serangan tourist village on the local people's lives. The collection of the data was discontinued when the data obtained were considered enough. The data were analyzed qualitatively. The result of the study shows that the development of the tourist village positively contribute to the local people's economy. The fact that more and more local people have been employed in the touristic activities shows this. Being employed means being able to improve their economy. Therefore, it is suggested to all the stakeholders that they should synergize to develop tourism which will benefit them in general and the local people as the owners of the village in particular. In this way, the local people will be made to be getting aware of actively participating in and being responsible for the sustainable development of the tourist village.

Keywords—development, tourist village, implication, economy

I. INTRODUCTION

The government of Denpasar City is getting more active in developing a number of villages as tourist villages as an attempt to improve the local people's prosperity. According to Putra, a tourist village is a rural area which is developed using the elements it has functioning as tourist products into an integrated set of touristic activities with distinctive features [1]. One of the villages in Denpasar City which has been decided by the Denpasar Mayor to be a tourist village is Serangan Village through his Decree No. 188.45/472/HK/2015 dated 23 March 2015.

Serangan Village is one of the tourist villages which has been well-known by both the domestic and foreign tourists. It is located in South Denpasar District, Denpasar City, Bali.

Its location is highly strategic as it is located between the three world's tourist areas; they are Sanur tourist area, Kuta tourist area, and Nusa Dua tourist area. Apart from that, the village has also been visited by many tourists as it has potential resources; it has natural tourist attractions, cultural tourist attractions and other tourist attractions for the tourists with special interests. Oka, et al. claim that the tourists coming to Serangan Village can enjoy the natural beauty, the sunrise and cultural remains (Sakenan Temple, Dalem Cemara Temple, Susunan Wadon Temple, Telek Dance) and the turtle conservation [2]. In developing Serangan village as a tourist village, attention should be paid to the following things: the development does not contradict the local customs and traditions; the physical development should be intended to improve the quality of the village's environment; the development should not neglect locality and originality; the development should empower the local people; and the development should not affect the village's environment and carrying capacity. The decision made by the Denpasar Mayor to determine Serangan Village as a tourist village is the best decision as before the decision was made studies had been comprehensively conducted. The decision was made to diversify the tourist destinations which are oriented towards the improvement of the local people's prosperity, the cultural art preservation, and the environmental friendliness. Reid et al. and Dewi et al. state that the development of the community-based tourism is expected to be able to involve the local people as the essential actors, starting from when the development is planned when it is implemented [3]; [4]. The decision of making Serangan village as a tourist village is mainly focused on the ability to improve economy, preserve socio-culture and environment, and empower the local people. Oka et al. claim that the local people have been empowered to increase the role played by the local people in touristic activities; they have been trained in the food production and the technique of serving guests at the restaurant. According to them, it is necessary to improve and manage such a training more professionally to make the local people better empowered. In this way, they will be able to improve their economy optimally [5].

Now the people living at Serangan Village is getting more active in supporting the touristic activities which the village has as they are aware that the development of the village as a tourist village can positively contribute to their lives. They are getting more enthusiastic in taking care of and preserving the touristic potentials which the village has by involving the stakeholders in the development. As an illustration, they have invited academicians to give elucidation on the importance of tourism, to train them to manage what businesses they intend to develop and what to do to keep the village clean. They also involve those coming from the other villages as an attempt to increase the positive image of the village as a tourist destination.

The positive image of Serangan village is often determined by how well the touristic facilities at the village are managed. According to Ariana, Shellyana and Basu, the quality and friendly services can make tourists feel comfortable; as a result, they will possibly come again [6]; [7]. Bad services can make tourists disappointed, leading to the negative image. The bad image will directly cause a tourist destination to be closed. Oka and Sumawidari claim that every tourist destination always does its best to establish the positive image and to minimize the negative image as what has been done by the management of the Alas Kedaton tourist destination [8]. When the local people feel that the tourist attractions it has benefit them, they will be automatically aware that they should establish the positive image. According to Oka et al., if the tourism developed at a village can economically, socially and culturally benefit the villagers, they will support the development [9]. Based on what was described above, this article focuses on the implication of Serangan tourist village on the local people from the economic perspective.

II. RESEARCH METHOD

The data used in this current study are the qualitative data. The data on the implication of the development of the Serangan tourist village from the economic perspective on the local people were obtained from a number of informants. The data collection started from one of the village's figures who is highly knowledgeable of the impact of the development and existence of Serangan tourist village. The data collection was discontinued when the data obtained was considered enough. According to Bungin, the qualitative data analysis is intended to process, interpret and verify the data in such a way that a phenomenon will have social, academic and scientific values. The focus is finding out the type of the way of thinking reflected from a social phenomenon or finding out the rationality hidden in a social phenomenon [10]. In this case, the focus is finding out the type of the way of thinking reflected from the local people as to the development of Serangan tourist village.

III. RESEARCH AND DISCUSSION

What is analyzed in the development of a village into a tourist one is both the positive and negative impacts of tourism. It is expected that the development of tourism can contribute to the local people's lives optimally. It is recognized that the development of tourism is highly complex as it involves all the related stakeholders. Their intensive involvement can support the development of the tourist village to make it sustainable and enjoyed by the

future generation. In relation to that, Alavalapati and Adamowic claim that in the development of any tourist destination what is economically and environmentally significant should be made to be really and maximally balanced. In this way, the local people will be getting more aware of and responsible for the development of the tourist destination [11]. According to Gelbman and Timothy, serious attention needs to be paid to the social, environmental, social and cultural elements in the development of tourism to make it sustainable [12]. Furthermore, Nunkoo et al. state that the economic matter, the local government's attitude, and the local people's view are important things to which attention should be paid in the development of sustainable tourism [13]. Therefore, the community-based tourism should be implemented in the development of the tourist village.

In the development of a village into a tourist one, the local people should be treated to be equally important to both the government and private organization. The reason is that they are one of the stakeholders and the owners of the village. In relation to that, the touristic activities performed in a rural area should be able to make use of the local resources to support sustainable economy, preserve environment and improve the local people's prosperity as the main goal. Yulianie claims that the community-based tourism which is developed should focus on the attempts to make the natural resources, human resources and tourists in harmony. In these attempts the local wisdoms should be used as tourist attractions, the environment should be kept preserved, what is consumed is the local agricultural products, and the local culture, customs and traditions are appreciated [14]. Therefore, what is required is the active participation of the local people in supporting the touristic activities performed at the village to make them feel what the development of Serangan tourist village can contribute to them.

The local people recognize that being employed in tourism sector can generate more money than being employed in the other sectors which are not related to tourism. In general, they state that being employed in tourism sector at Serangan village enables them to earn more money but they require adequate expertise/education, as stated by I Made Sedana (head of the traditional village and the owner of watersports). When he was interviewed he said: "the income of those being employed in the tourism industry is higher than that earned by those who work as house builders, fishermen and farmers; those who are involved in tourism sector feel more comfortable and earn more, meaning that it is easier for them to organize their family monthly expenditures". What was stated by the informant shows that the local people are highly aware that the development of the village into a tourist one positively contributes to their economic life. They feel happy to support the development of tourism as it benefits them. In relation to this, Nunkoo and Gursoy state that local people support the development of tourism as it can benefit them [15].

I Nyoman Dina (an employee of the village-owned company) stated that the development of Serangan village into a tourist one positively contributed to his family income. As a private employee, he really feels the development of the tourist village. He previously worked as

a farmer as well as a fisherman. However, since tourism was developed at the village, he has been involved in tourism, causing him to earn regular income every month and to be able to fulfill his family needs. Apart from that, he can organize his working hours by exchanging shift with his colleagues depending on his needs, meaning that there is a harmonious relationship among the employees.

Ni Wayan Karmi (the owner of a stall) feels the same thing. She was interviewed at the stall she manages. She has been managing the stall where she sells rice at Serangan village for tens of years. She feels that she earns enough to fulfill her family needs. She is aware that entrepreneurship is required to make the stall where she sells rice sustainable. What was stated by the informant shows that the knowledge of management is important in order to be able to develop a business such as a stall where she sells rice to make it more competitive than the other stalls selling the same menu. She is aware that she manages the stall conventionally; however, as she works hard and diligently she can survive until now. She is aware that she should have managed the stall professionally. She still expects that the stall she manages can always improve in order to be able to fund her children's education. She expects that she will be able to improve their family's status and prosperity.

The owner of *Warung Becol* at Serangan Villa also stated that she felt the significant contribution of the development of tourism at Serangan village to her family's economy. She employs 10 housewives living around the stall. More and more people are coming to the stall as more and more people come to visit Serangan village. The stall was established 14 years ago. The menus she sells are made of sea fish such as lobster, crab, eel and octopus. The visitors can choose the types of fish they like. As an illustration, they can choose either *baronang*, *jangki*, *kerapu*, *bawal*, *kaka tua*, or *tongkol*. After the fish is chosen, it is weighed before it is cooked. What is unique is that the visitors can choose the cooking technique. It can be either grilled, fried, boiled or in the form of sop. To spoil the tongues of those who like the local cuisine, the *Warung Becol* prepares two variants of cooking spices for cooking. What was stated by the informant shows that the local people support the development of tourism at Serangan village. They are aware that the development of tourism at Serangan village has positively contributed to their own lives, families and neighbors.

The involvement of the local people in the touristic activities at Serangan village is the implementation of the community-based tourism model which emphasizes the importance of their participation and involvement in designing and managing the potentials which the village has in tourism. Putra claims that the community-based tourism is the form of tourism in which the local people are supposed to control and to be involved in its substantial development and management, and that the greatest proportion of its contribution is enjoyed by the local people [16]. This is in line with the result of the studies conducted by Ishii, Agarwal, Suasapha and Paturusi in which it was stated that the development of any tourist destination can improve the local people's economy [17], [18] and [19]. However, according to Scott, in developing any tourist destination what is necessary is that the social benefit should

be higher than the economic benefit to make it sustainable [20].

Trejos and Chiang state that the community-based tourism is featured by the fact that the local people are supposed to control and manage it and enjoy the significant proportion of the benefit produced by the touristic activities. In its implementation all the food and beverage services, accommodation services and so forth should be integrated through the local people [21]. Therefore, it is necessary to initiate the local people's involvement in designing and managing tourism. The local people are involved based on the competencies they have. Haviernikova and Lema stated that the quality of the human resources was usually found in the small and middle business management [22]. Erna et al. stated that it was necessary to encourage the sustainable tourism development at Batur Geopark, Bali. The positive competition among the providers of services should be encouraged; the operating and managerial competencies such as both the online and offline promotions should be improved for the local human resources [23]. Furthermore, Guman et al. claim that there are three reasons why the community-based tourism should be implemented. The three reasons are as follows: allowing the local people to adapt to change; opening the local people's mentality; and the local people are part of the tourism offered. Therefore, the type of tourism offered is the possible solution to the negative effect of the mass tourism in the developing countries, which, at the same time, can be used as the social organizational strategy for the local people [24].

I Wayan Karma (Head of the Serangan Sub-district), whom was interviewed at his work place, stated that the development of Serangan village into a tourist one could create job opportunities for the local people. What was stated by the informant shows that the potentials which the village has in tourism (the natural beauty, cultural variations, tourism for specific interests) can motivate the local people to be interested in being employed in the tourism industry. The tourism industry which has started developing at Serangan village includes the travel agencies, watersports, the turtle convention, and the shell craft industry. What was stated by the informant shows that the tourism industry developing at Serangan village can certainly create job opportunities for the local people. The increase in the job opportunities is prioritized to the local people who are interested and have the skills needed. In this way, the local people feel the economic benefit of the development of tourism at Serangan village, causing them to improve their participation.

The active participation of the local people in the development of tourism at Serangan village is required. Okazaki claims that the local people's participation is the integral part of the sustainable tourism as it is intended to fulfill their needs and to make their interests represented in the developmental project [25]. The local people's participatory approach is intended to improve their carrying capacity by reducing the negative impact and improving the positive impact of tourism. On the other side, Petrić and Pricević state that it is necessary to analyze the ability of the community members to manage the development of tourism and the attempts which are made to maximize the impact of tourism in Croatia [26]. In line with that, Archer states that the attempt to develop tourism can function as the bridge for

preparing job opportunities for the local people. In this way, the local people can directly be employed in the tourism industry. As an illustration, they can prepare vehicles for transportation, manage travel agencies and so forth. Tourism can also indirectly benefit them [27]. As well, Oka also states that the Balinese human resources employed by the cruise line industry tend to improve their family income. They do not mind working for the cruise line and staying away from their families in order to be able to fulfill their family economic necessities [28].

I Wayan Loka (one member of the controlling board of Serangan Traditional Village) also reported the impact of the economic improvement. He was interviewed at the Office of the Village-owned Company. He stated that the village-owned company was a traditional institution which had the authority to manage the sources of the income of the traditional village and to excavate the potentials which the village had. The village-owned company was established in 2009. Since it was established, it has been able to contribute to the local people's economy. Currently, the local people are freed from paying for any dues for any type of ceremony performed at the temples located at Serangan Traditional Village. Moreover, the funds needed for the sympathetic care of the priests and *pecalang* (those appointed to be responsible for the security of any event performed by the traditional village), and the funds needed for funding the *pasraman* group (the group whose members are the learners of the religion-related things) and maintaining the gamelan instruments and for the contribution given to each *banjar* (the smallest traditional neighborhood under a traditional village). The income generating activities managed by the traditional village are the floating crossing bridge, the mooring and the parking levies. It was also stated that the development of tourism at Serangan village could improve the family income and the income of the community as a whole. On the other hand, Oka and Winia said that the role of government is expected in providing direction to determine the tourism development policy in accordance with the potential and culture of local communities [29].

What was stated by the informant above shows that the role played by the village-owned company in improving the local people's prosperity is highly important. Its existence can encourage the transparent, effective and efficient management of the village's assets and financially reduce the local people's burden when performing the cultural preservation-related activities. The local people really feel the positive contribution of the development of tourism at Serangan village, causing them to be motivated to participate actively in the village tourism-related activities. Apart from that, the touristic activities at Serangan village have been proved to be able to inspire the sense of belonging required in the development of sustainable tourism. The same thing is also reported by Widana that the management of the Tanah Lot Destination has been getting better since it was managed by the local people. Furthermore, he states that the transparency of the income generated by the Tanah Lot Destination starts from the daily recording to the monthly recording, which are then reported to the stakeholders. The funds generated from the entrance tickets, the parking and market levies are saved at Lembaga Perkreditan Desa (the Village-owned Financial Institution), which belongs to Beraban Traditional Village before it

shares the funds received with the parties collecting the funds for managing the Tanah Lot Tourist Destination. However, the percentages they receive are based on the written cooperation agreement already made [30].

IV. CONCLUSION

Based on what was described above, it can be concluded that the development of tourism at Serangan village has been proved to be able to positively contribute to the local people's economic improvement. The fact shows that the number of the local people being employed in the tourism industry is getting greater and that the local people are getting more enthusiastic to support the tourism developed at their village. The touristic activities at Serangan village can change the pattern of the local people's way of thinking as the development of tourism benefits them economically. They have been able to fulfill their own and family needs. Therefore, it is suggested that (a) the government should consistently support and supervise Serangan tourist village to make it able to exist and to be sustainable in the future; (b) the local people should prepare themselves better through education and managerial skill to make the village more competitive than the other tourist villages in Bali.

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