

# 15\_The Implementation of The Community-Based Tourism at Tista Tourist Village

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# The Implementation of The Community-Based Tourism at Tista Tourist Village

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**Abstract**—The Government of Bali is paying more serious attention to the development of the community-based tourism. The fact that more and more villages are determined to be tourist villages indicates this. In 2016 Tista Village was determined as a tourist village by the Regent of Tabanan through the Decree No. 180/325/HK & HAM/2016. This current study analyses the implementation of the community-based tourism at Tista tourist village, Kerambitan, Tabanan. The data were collected through observation, in-depth interview, and documentation. Those who really comprehend the implementation of the community-based tourism at Tista village were determined as the informants. The data were analyzed descriptively and qualitatively. The result shows that the implementation of the community-based tourism at Tista tourist village gives emphasis on four principles contributing to the development of the community-based tourism. They are (1) the village is developed to be a tourist one in such a way that it will economically benefit its people; 2) empowering the local people to manage the village is a priority; 3) the nature is conserved; and 4) the local people's socio-culture is preserved. The implementation of the four principles turns out to be able to cause the local people to be getting aware that the tourist village should be sustainably developed. The implementation of the community-based tourism model developed at Tista Village can be adopted as the raw model for the other villages developed as the tourist ones in Bali in general and in Tabanan Regency in particular. In this way, the local people will really feel the positive contribution of the development of tourism in their villages.

**Keywords**—implementation, tourism, community, tourist village

## I. INTRODUCTION

All the stakeholders are paying more attention to the development of the community-based tourism. The reason is that the great goal of the concept of the community-based tourism is to improve the role played by local people in development and their welfare. Putra claims that the community-based tourism cannot be separated from the development of sustainable tourism which is aimed at benefiting local people economically, socially, culturally and environmentally [1]. As far as the community-based tourism is concerned, the role played by local people in controlling and getting involved in development and substantial management is expected so that they can directly feel the advantages. The tourist village development is one of the forms of the implementation of the development of the community-based tourism.

A tourist village refers to a form of the integration of attraction, accommodation and the supporting facilities presented in the structure of the community's life which is integrated into the prevailing customs and traditions [2]. The synergizing program is needed to develop a tourist village in order to be able to empower all the stakeholders. The most important thing in the tourist village development is the empowerment of the local people as the main actors. Putra and Pitana claim that the tourist village development is intended to involve local people in the development of tourism so that they and their culture will not only be the tourist objects but they will also be made to be aware and inspired to improve their welfare and to preserve their cultural values through touristic activities [3].

Tista Village is one of the tourist villages which is already known by both the domestic and foreign tourists. It is located close to the center of Tabanan Town. It is about 10 kilometers to the west of Tabanan town and takes about 10 minutes to get there from the town. The area in which it is located is highly strategic and many tourists have started visiting it as it has tourist attractions which are interesting to visit. In addition, it has resources which can be potentially developed to attract tourists. Therefore, as a tourist village, it should be sustainably developed by adopting the concept of the community-based tourism.

I Nyoman Sangka, head of what is referred to as Pokdarwis, whom was interviewed on 22 January 2019, stated that he had synergized with the local people when holding an event referred to as "Festival Tista". It was held for the first time in July 2017, and now it is held every year. Furthermore, he stated that all the potentials which the village had to support tourism were presented in the first year it was held, and all the community's components were involved. Different activities such as Andir dance and Pendet dance involving children were performed and the entire foods specific to the village such as sate, lawar and so forth were presented. In Tista Festival II the Bali Local Band, known as the Lolot Band, apart from those mentioned above, was also performed. As they worked hard, the Pokdarwis they managed turned out to be the best in the level of Bali Province in 2017.

It is expected that the development of Tista tourist village can effectively develop the community-based tourism. The local people are directly involved in every stage of touristic activities, starting from when it is planned, implemented, supervised to when it is evaluated, causing them to be prepared to compete with the other villages. The community-based tourism is developed to make the village economically,

socially, culturally and environmentally sustainable. Therefore, how successful the community-based tourism can be viewed from the support given by the local people, how unique the village is, to what extent the local people are involved in the management of tourism, and to what extent it is oriented towards the preservation of the environment and local culture [4].

Based on what was described above, this current study focuses on how the community-based tourism model is implemented to develop Tista Tourist Village, which is located in Kerambitan, Tabanan. It is expected that this model can be used as the row model for the development of the other villages in Bali, allowing the local people to participate in development and to be able to improve their welfare.

## 14 II. RESEARCH METHOD

The qualitative data are used in the current study. The data on the implementation of the community-based tourism at Tista Village were collected through a number of informants, starting from one of the community's leaders who was knowledgeable of the tourism at Tista Village. The data collection was ceased when the information obtained was regarded as enough. The data were analyzed descriptively and qualitatively, meaning that the data were processed, classified, analyzed and interpreted so that every phenomenon would have social, academic, and scientific values. According to Bungin, the focus is intended to find out what type of way of thinking is reflected by the social phenomenon or to find out what rationality is implied in it [5]. As far as the current study is concerned, the phenomenon is why the local people at Tista Village become interested in developing the village into a tourist one.

## III. RESEARCH AND DISCUSSION

The community-based tourism developed should give emphasis on the harmonious and balanced relationship between the natural resources, human resources and the visiting tourists. Reid et.al, mention in tourism activities, need broad and conscious participation of all those involved in tourism activities, from the planning stages to implementations [6]. Dewi et.al, also state it is expected that the local people become important actors in the development of the tourist village starting from when it is planned to when it is implemented through the development of the community-based tourism [7].

The development of the community-based tourism is highly complex and involves all the related stakeholders. The active involvement of the stakeholders is intended to give maximum significance to the future generation. In relation to that, Alavalapati and Adamowicz mention that it is important to develop the model balance between the economic and environmental significances and the people's empowerment in the development of tourism [8]. And then Gelbman and Timothy suggest that the physical, social, and cultural elements are the potential elements to which attention is necessarily paid to in the development of sustainable tourism [9]. Furthermore, Nunkoo et al. state that the economic perception, the attitude of political institution, the local society's potential and the belief in individuals are important

in the development of tourism destination so that the tourist activities can be sustainable in the future [10].

According to Wearing, in developing the community-based tourism, the position of the local people is importantly the same as that of the government and private organization [11]. They are one of the stakeholders in the development of tourism sector as they are the owners of the village. Furthermore, Wearing states that the success in the development of a tourist village is dependent on the extent to which the local people welcome and support it. Therefore, the role played by the local people in touristic activities is highly needed. The touristic activities which they do can make use of the local human resources and are intended to sustain economic development, support the attempts made to preserve environment and improve their welfare [12], meaning that the tourist village constitutes one of the potentials which can be used as one alternative to support the local people's economy by consistently paying attention to the preservation of the village's environment, as what has been done in the development of Tista tourist village.

The local people should create a good image of their village for visitors as they are their main customers. The positive image of the village is determined by the services presented by the service provider. Ariana claims that friendly services make tourists feel happy to come again [13]. On the other hand, if the services are not good, tourists will get disappointed, leading to the negative image. In relation to this, Shellyana and Basu claim that the quality of services contribute to the tourists' satisfaction [14]. Image is the main product which tourists want to acquire. The image, which is either good or bad, will determine whether one tourist destination will be sustainable or not. Every tourist destination should always do its best to develop the positive image and to reduce the negative image as done by the management of the Alas Kedaton Tourist Destination [15]. The same thing is also expected by those living at Tista. They expect to be able to maintain the positive image which they have already had so far to make the number of visitors go up. The local people will be aware that if they feel the benefit of the development of tourism at the village.

17 Tista Village is one of the tourist villages in Tabanan Regency. It is classified as a developed one. It was determined as a tourist village by the Regent of Tabanan in 2016 through the Decree No. 180/325/03/HK & HAM/2016. Since then the village has been well managed by excavating and packing the touristic potentials it has so that it can be sold to tourists. The potentials it has include the natural rice fields, the Beji Temple, the Celagi Temple, the Andir Legong Dance and the Tista Festival. They are all interesting to be packed and presented to tourists. The reason is that many tourists come to a tourist destination to see the beauty of its natural view.

I Nyoman Sangka (Head of Pokdarwis at Tista Village), as the community's leader whom was interviewed on 14/04/2019, stated that what the local people mainly desire is as follows: tourism can economically benefit them; their sense of belonging to the village is getting stronger; the nature and culture they have are preserved; and they are empowered. He also realizes that working on tourism activities require work competence qualifications, both hard and soft skill in each field of study. Work competence is the

ability of individual that includes aspects of knowledge, skill, and work attitude in accordance with predetermined standards. It is necessary to prepare by the local people to anticipate the negative impact of tourism development in the village.

I Wayan Suardana, head of the Tista administrative village whom was interviewed on 17/04/2019, claimed that the tourist village development could create job opportunities, benefit the local people economically, preserve the nature and local culture, and empower the local people. He also stated that it was necessary for the Local Government of Tabanan to support the local people financially in general and the young people in particular. The latter should be made to be aware of the development of the village.

I Ketut Sunarya, a black smith at Tista Village whom was interviewed on 21/04/2019, stated that it was important to inherit the black smith-related jobs to support the Tista tourist village sustainable. He expected that the tourist village development could economically benefit the black smith, and it was necessary to preserve the beautiful nature to make the number of tourists visiting Tista village increase.

The informants gave more emphasis on what was economically needed by the local people as the owners of the village to improve their welfare. They expected that, as a tourist village, Tista village could be developed in such a way that the positive impact of the development could be felt by the local people. The economic situation of their families forced them to work on tourism industries to be able to improve the family economy in the future. They did not want that the development of the village could negatively affect the local people's economy. Sadia and Oka also stated that the work motivation of Bali workforce in Cruise Ship Mediterranean Shipping Cruise (MSC) is economic motivation 91.58% and non-economic motivation of 8.42% [16].

It means daily economic, social and cultural conditions influence them to be more realistic in facing their future, such as working or participating on tourism industry. The local people participation on tourism industry in the village are influenced by social factors as well as economic factors. Social factors for example, age group, marital status, and education. Some economics factors in this case, for example some of family's economic situation or their family income.

Oka, et al. state that factors which motivated the local people to support the development of tourism at Serangan village were the economic factor, social factor and cultural factor. They significantly contributed to the local people's motivation to support tourism at their village. The statistical test showed that the economic factor most dominantly motivated the local people to support the development of tourism, followed by the social factor and cultural factor [11]. It is meaning that the main object of the local people to support the development of tourism at their village was the need for being able to fulfill their family needs. The local people's awareness of conserving their culture appeared when they felt that the development of tourism at their village was positive. They were getting to be more active in maintaining the cleanliness of the environment where they lived. Oka also said "the same thing is also felt by the Balinese people who work on the tourism industry especially

at cruise line. They do not mind being employed far from their families in order to be able to improve their families' economy" [18].

To their opinion, the main thing to which attention should be paid is the village should be developed in such a way that the local people's economy would grow and that job opportunities would be created. As an illustration, the local guides would get employed, the village-owned enterprise (BUMDes) would employ some local people and the others would run their own trading businesses. The preservation of the natural and socio-cultural resources should be a priority in the development of the sustainable tourist village. Apart from that, the informants also expected that more attention, including the financial support, from the Local Government of Tabanan Regency was needed to the development of the village. The local people, as the owners of the village, should be proactive to preserve the nature as the asset which can be sold to tourists. All the community's components such as PKK, Karang Taruna, Sekeloa Gong, Sekeloa Santhi and the young generation should synergize to develop their home village so that it could compete with the other tourist villages. The young generation was expected to be more aware of the development of the village by actively participating in the development at Tista Village.

Based on the views of the community's leaders described above, it can be formulated that the implementation of the community-based tourism model at Tista Tourist Village is in accordance with the community's need for the sustainable tourism development. The four principles of the community-based tourism adopted are as follows: (1) the village is developed in such a way that it can economically and sustainably benefit the local people; (2) the development is focused on the local people's empowerment; (3) the development of the tourist village can conserve the local people's social-culture, causing the local people to be aware of preserving the local culture; and (4) the development of the tourist village should preserve the village's nature and environment. These findings support the findings of the studies conducted by Oka [19], Yudasuara [20], Oka [21], who all claimed that the short-term empowerment should give more emphasis on the aspect of skill improvement, depending on the economic and socio-cultural potentials which can be directly felt by local people, and that human resources who are competitive and can play an active role in the village development should be prepared for the long term.

#### IV. CONCLUSION

The community-based tourism model implemented in the management of Tista tourist village includes: (1) the development of the tourist village can economically benefit the local people; (2) the empowerment of the local people to manage the tourist village; (3) being able to conserve the environment, and the development of the tourist village can make the local people more aware of preserving the local people's socio-culture. It is suggested to (1) the government that it should consistently support and pay attention to the existence of Tista tourist village to make it sustainable. In this way, the potentials it has in tourism can be inherited and enjoyed by the future generation. (2) the government should support and give opportunities to the local people to manage the potentials they have in tourism to make the local people

have the sense of belonging and responsible for the sustainable tourism developed. (3) The local people should also prepare themselves <sup>7</sup> early as possible the hard skill and soft skill they need to be able to actively participate in the management of Tista tourist village.

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