

# MARGINALISATION OF LOCAL COMMUNITY IN TOURIST AREA OF NUSA DUA BALI

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# MARGINALISATION OF LOCAL COMMUNITY IN TOURIST AREA OF NUSA DUA BALI

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## Abstract

<sup>1</sup>This study uses the approach of cultural studies and tourism which will be assessed with critical theories of the postmodern (theory of discourse/power knowledge, hegemony, deconstruction), and concept of tourism, in order to see whether there is an hegemony occurs, in the discourse of welfare, conducted by <sup>5</sup>employers and the government to cover the marginalization of local people. The general objective of this study is to provide a recommendation continuing to stakeholders in order to create well-being of local communities. the aim in particular (1) to determine the factors that led to the marginalization of local communities in the tourism area of Nusa Dua, (2) to assess the impact of the marginalization of local communities to tourism development in the area of Nusa Dua, (3) to assess government efforts to involve local communities to improve the welfare of the community. the method used is qualitative interpretative according to the field of social humanities research. The data collection techniques was conducted by direct observation in the 16 villages in the region of Benoa. Besides in-depth interviews of the subjects involved or experts in the field of tourism, social/cultural, as well as conducting studies of documentation related with the research. The result of this research shows (1) Factors that cause marginalization of local communities in getting a job in the field of tourism in the tourist area of Nusa Dua are education, work experience, skills, and relationships. (2) The impact of the marginalization of local communities can not meet the needs of economically, the emergence of social movements of society, as well as the limited use of public facilities. (3) The efforts made by the government, especially the Benoa village to involve the local community is to improve education, increasing cooperation with the hotel company through the MOU, planning skills training for the local community.

Keywords: marginalization, local community, tourism area

## INTRODUCTION

The impact of tourism on the economy, in fact just look at the surface because it will ultimately lead to the quest for profit (the economic aspect) by the parties to capital owners/capitalists, As written by Mowforth & Munt (2003: 321), which describes the relationship between the tourism-sustainability-globalisation, which deal with power in the third world countries. Nusa Dua Bali is one example of the beginning of the region is the result of global capitalist production that is not recognized by the government, because intoxicated by the economic benefits that have been

promised. The local government and the local community can not be blamed in this case because, tourism development as if like a God blessing for Balinese society that is permissive of everything new.

The reason is always returned to the local labor (human resources) destination area or local labor locally yet have a qualification that is required, in which case we can not enjoy equality with labor brought by the owners of capital, again we only become slaves in own country or even a passive spectator in the middle of the glitter of the tourist dollar.

Here lies the very capitalist ideology hegemonic tourism work, unnoticed by the local governments and communities for economic improvement of multiplier labeled effect brought about by the development of tourism. The more so in third world countries who have always studied all aspects of life by the capitalists in order to master these countries, it is appropriate to many experts who say the construction of grand tourism is not more than neokolonialism.

The theory of sustainability which includes tourist satisfaction, environmental conservation, and the well-being of local communities (France: 1997) can also be seen in the three pillars that are involved in running a sustainable tourism activity, namely government, employers, the public (political-economic-cultural). Each pillar has a vested interest in business continuity or practices that occur in the world of tourism. For the sake of the sustainability of the tourism industry, all stakeholders should be involved in tourism activities, there is only a spectator in its own area.

Tourism activities in Bali does not as smooth as one can imagine most people, as if what happens on tourism without a problem, all the components involved seem to have no agreement and benefit each other. In terms of tourism as described previously did not escape the influence of global capitalist learn all the market trend following approach to environmental, social, cultural, in order to achieve economic benefits desired by following the various criteria required both by the government as the authority nor by the parent company of the shelter (contract management, referrals, franchising). Local community involvement is only a lip service, in order to escape the legality of the establishment of companies that require 35% local workers should be included in the operation of the business of tourism especially in the tourist area of Nusa Dua. Data from Sub Continent there are poor and unemployed, that is in the midst of a sparkling elite tourism in the region. Viewed problematic theoretical and empirical, should be examined in studying the causes of marginalization and poverty which is the host community

## METHODOLOGY

The method used is the interpretative-qualitative method, where the data collection were obtained through direct observation at Nusa Dua (Kelurahan Benoa), in-depth interviews addressing to the expert on social/cultural, tourism (hotel), host/local community, and supported

by related documentation. This study <sup>1</sup>is approached by cultural studies theory of postmodern. The repondent of this research are 16 banjar (villages) in Benoa Region (Kelurahan Bonoa)

## RESULT AND DISCUSSION

Tourism development always brought positive and negative impact to all aspects, included environmental, economic, and socio-cultural aspects. This is what happened in Nusa Dua, where we know that it is the part of enclace development, which means tourism development would be done separately from local people around there. The purpose of enclace development is to minimize direct contact with local people, because the developer did not want wasting their time to deal with people matters.

Nusa Dua is one of the tourism area in Bali that began with the result of global capitalism that the government did not noticed before because of economic purpose only. Keep in mind that the planning and development of Nusa Dua was conducted by foreign consultant, namely Pasific Consultant in 1973, and there was also an agreement that banned all construction of hotel around Nusa Dua, so the investor can build hotel in that area (Inskeep, 1991: 220). Moreover, from the perspective of French Consultant SCETO (Societte Equipment Touristique Centrale pour l'Outre-Mer) that appointed by World Bank, the development of Nusa Dua is not actually bringing benefit to local people. It is only for gaining more profit that will be used by government (Orde Baru's regime), who got back-up from World Bank then.

As the time goes by, Nusa Dua area has become the elite area that carried out green tourism, with the slogan environment friendly. Green tourism <sup>3</sup>itself is the part of sustainable tourism which also included tourism satisfaction, environmental conservation, and well-being of local communities (France: 1997), and it also can be described as three pillars that involved in tourism activities, such as government, businessman, and local communities (political-economic-cultural). Each pillar has different interest, so from the perspective of local communities as a host, there should be local people that involved in all tourism activities, especially around hotel in Nusa Dua area.

Based on the result of depth interviews that were conducted with local figures and marginalized communities in Benoa village as well as the questionnaires, it can be described by including the hegemony theory, the power of knowledge, and also deconstruction theory in every subject that matter.

### **Factors that led to the marginalization of local communities in Nusa Dua area**

Marginalization of local communities which took place in Nusa Dua cannot be separated from sustainability that involving tourist satisfaction, fulfilling needs of the local people, and maintaining environment in long term. Sustainable tourism should be able to meet the criteria from environment, cultural, and economic side (Mowforth,1998). In other words, the environment must be kept, does not cause social conflict towards local culture & people, and also gain economic benefit for government, company, and local people around there. So, sustainable tourism can meet triple bottom line (economic, social cultural, environment), or meet five aspects, which well known as magic pentagon that described by five diagonals, such as (1) *economic health*, (2) *well-being of locals*, (3) *satisfaction of guests*, (4) *protection of resources*, dan (5) *healthy culture* (Donyadide, 2010: 427).

However, not all theories about sustainable based on true fact, we can say in reality not everyone (local people) can get involved in tourism activities, as the effect of some classic things. In case of tourism practice around Nusa Dua area, Foucault in Barker (2004: 163) indicated that power/knowledge is the concept regarding interconnectivity of relationship between power and knowledge, so the production of knowledge is very associated with the regime of power. The selection of employees from local communities can not fully determined by host according to the agreement, in other words there is always a bargaining, a deal, that will always won eventually by higher authorities or capitalist who have knowledge and power for that matter. Local government are just the same, they also cannot escape from the hegemony of power under higher authorities control. No one else but Foucault would prefer to talk about how power is practiced, accepted, and seen as truth and has function in various areas, regarding tourism practices in general.

As the theories that explained above, there are several reasons or factors that made local communities cannot participate in tourism activities around Nusa Dua area. The reasons are as follow:

#### **Education**

The level of education that eligible to work in 5 stars hotel around Nusa Dua area is Diploma (D1) up to Bachelor Degree (S1). Based on Benoa village educational data, there are 2.489 people that has been educated at these levels (Table 5.1), so only 10% of 24.314 of the population. From Table 5.1, it can be argued that educated people working in the

tourism sector is relatively few, due to qualification required by the hotel management in Nusa Dua is quite high according to worker needs. This situation is consistent with the theory of Foucault's power of knowledge, which reveals that society is always be a class of owner's capital, as well as Gramsci said in his theory of hegemony, as if there is a consensus that is very smooth in engaging the local communities, however the people who rules are still the same. Community involvement actually is not much as promised. Local people just remain being a slave in their own country.

### **Skills**

Skill is related to education, as noted above, that the refusal of hotel in Nusa Dua to employ local people due to less skilled qualification possessed. Referring to Table 5.2, people who work in private sector are generally only 6741 (27%) of total population. It means that less than 27% of the people involved in tourism sector. Besides, government's policy about skilled workers has been emphasized, like requirement of diplomas (certificate of competencies), so that causes local people increasingly marginalized.

### **Experience**

In order to achieve top level management in the company, it would be required several years of work experience in the same field, and the decision were made by government that should be followed by company. Level of qualification of worker or labor also set out in the employment process. Education and skill possessed is not enough for workers to be accepted in certain jobs of the hotel in Nusa Dua. So, experience is crucial in order to get a job around there.

### **Relation**

All hotels in Nusa Dua is five star hotel which is a large part of international hotel chain owned by capitalist from outside Bali and their management used the management group or chain from outside Indonesia. So that the recruitment should follow the standards of each hotel company. To be accepted by that five star hotel, it is necessary that we have relationships that can help us to get recommendation or provide guarantee regarding job position.

## **The Impact of the Marginalization towards Local Communities to Tourism**

### **Development in Nusa Dua area**

The impact of tourism towards local community has been widely studied by several experts, regarding the impact of economic, social cultural, and environment. Likewise, the

impact of marginalization that occurred in Nusa Dua area, which can be seen from the following three aspects:

#### **Economic impact**

The development of tourism in general brought a positive impact towards the three pillars, namely governments, companies, and communities, in this case where the local communities did their job. As local community of Nusa Dua, the impact of economic in general looks prosperous, the household can fulfill their basic needs (primary) and secondary needs, even any other needs. For an example, religious and cultural activities that they did daily, such as mebanten, purnama tilem, kajeng kliwon, Galungan Kuningan, and other ceremonies, those can be conducted lively by all indigenous villagers. It means that local communities are able to fulfill their economic purpose regarding religious and cultural activities. However, there are some people who do not involved in tourism activities, cannot fulfill their needs, especially religious & cultural activities, and not be able to pay their children's education. Another impact that can be seen here is that there are significant gaps between the affluent society with people who are less affluent, which eventually make local people do something in dishonorable way, such as selling the land to fulfill the needs of luxury and get expensive things because of prestige. As well as being said by Mathieson & Wall (1986), the negative impact of the economic aspects can lead to unhealthy competition, because the prices around the tourist areas tend to be too high.

#### **Social Cultural Impact**

Local people who can not work in a five star hotel, in socio-cultural terms would be a problem because of the imbalance between the needs of people with the deal of investor at the time of their land used for construction of hotels.

As well as being said by Madiun (2010: 9) that the development of tourism in Nusa Dua area is not balanced regarding local communities. History told that local people has been sacrificed so much in the process of tourism development, and it was so sad.

In social terms, the marginalization of local communities in their involvement of tourism led to movements in order to reclaim their rights. The struggle did contribute to local communities. For example, the movement named Forum Nusa Dua Bersatu, that it gave us living proof about existence of local communities. Nusa Dua Bersatu created on March 11, 2012, who had purpose to unite youngster of Nusa Dua. This unity being arise because of the similarity of the fortune regarding socio-economic field in the local community. In addition, it also implied that the development of the tourism industry is not always true



about bringing prosperity among local people. Referring to Barker (2011: 62-63), the emergence of a movement is due to minimize the fear of capitalist who will arise and only concern for their interest. This forum engaged in the social field as a concern to the local community. Nusa Dua Bersatu also shows the movement of people responding to the development of tourism in their area. That forum is such expression that used to describe the leaders who did not concern about their own land.

### **Environmental Impact**

In addition to the economic and socio-cultural impacts that occurred due to marginalization of local communities, environmental impacts may also occur. In environmental terms, it can be seen when we are in coastal areas, where the beach is in front of the hotel as if it belonged to hoteliers, so it means they are responsible for the cleanliness and maintenance of the beach. Beach is limited to be visited by people outside the hotel area, while public should not arbitrarily use the beach without the permission of hotel management. Marginalization is proven, it can happen everywhere, at any power, which is going between the capitalist and local communities that already controlled.

The open space is also significantly smaller due to high price that dedicated to the investors so that makes life in the tourism area is too expensive.

### **The Government effort to involve local community in increasing prosperity**

Local government (village) has been carried out many efforts so that the local community of Nusa Dua can be accepted to work as employee around Nusa Dua tourist area, in order to gain sustainability both for the company and community themselves, as described below:

#### **Improving education of Local Community**

The main problem that caused the marginalization in case of competition among community/local people is about lack of education and low skills. Not only around Nusa Dua, but also almost all tourist destination in developing countries. The community of Nusa Dua, in terms of education, local people here are less compared to other people who come to Bali with high levels of education, especially they have been studied about tourism earlier, so that makes them ready to compete in this field. However, we all have already made a breakthrough to enhance public education, by conducting a MOU with STP Nusa Dua, so our people can be enrolled as a student there....(interview with Wayan Solo, 2016). From the above interview, can be known that Benoa village has already

working to enhance their formal education of local people, in order to meet the requirement, and also passed the minimum passing grade. Thus, the sustainability of tourism business can be more balanced if local community feel the same way as the company that also run business around there.

#### **Increasing Cooperation with the Hotel Company through a MOU**

Actually, there have been a MOU with the BTDC when they newly built tourist area of Nusa Dua, because of the public demands, so that makes the community had to be involved related to hotel management. This matter is justified by the BTDC when we interviewed Mr. Ida Bagus Abdi on another occasion before. He said that the BTDC can accommodate local people who want to work as employee or staff in hotels around Nusa Dua. As time goes by, apparently the signed MOU which has been shared between the traditional village of Bualu with BTDC, never followed up, until there are some cases, like the expulsion of local tourists by hotel security guards. It makes the representatives (DPD Bali) defending the local community by presenting the BTDC (now ITDC), Government of Badung Regency, PHRI, 3 *bendesa adat* (local figure) namely *bendesa adat Bualu, Kampial, and Peminge*. From the meeting, there are several recommendations from the DPD Bali, such as giving reprimand to the security guards of hotel, request free access to the beach for local community and public, implementation of tri hita karana, giving job priority to local community, and request ITDC to re-organize marking and public beach area as well as encouraging local community in developing local shop.

#### **Skills Development Plan for Local Community**

In order to increase community involvement in tourism, it is required a skills training that can be held by the government (village) on a regular basis. However, according to Wayan Solo, Head of Benoa village (interview 7 September 2016), there was a plan to conduct some sort of training program, initiated by Wayan Sumantra, SH. In addition, the head of Benoa also appealed to the public how the importance of 3K (ability, opportunity, willingness). At the same time, he said that the most important thing is willingness, even though the ability and the opportunity is enough but if there is no will, we will not be able to win the competition from other people from the outside. To existing community organizations, you all should not use a muscle, try using your brain while addressing the problems and you also have to stand up for common interest, not for the interest of certain group. Providing guidance to the public can also be carried out by the socialization of

tourism through groups of youth, meeting within banjar, and briefing to the all mass organizations in order to use good ways in the competition, so local people can get their rights, as well as how to get a job as promised.

## **CONCLUSION**

From the discussion of this study on the marginalization of local communities in the tourist area of Nusa Dua can be summarized as follows.

1. The factors that led to the marginalization of local communities is the lack of education, skills, work experience, as well as relations or recommendation to be working on a hotel in the tourist area of Nusa Dua.
2. The impact of the marginalization of local communities to tourism development in the area of Nusa Dua tourism can be seen from the economic, social / cultural and environmental
3. Government efforts to involve local communities to improve the well-being is to improve the education and skills of local people, improve collaboration with the company, as well as skill-building plan for local communities.
4. The findings can be seen in this study is the marginalization of local communities is not just a matter of work, but greater is the marginalization in the use of public spaces such as beaches and land difficult to maintain because it has hegemony by power and material that must be followed as a consequence of living in a tourist area.

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# MARGINALISATION OF LOCAL COMMUNITY IN TOURIST AREA OF NUSA DUA BALI

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