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Exploring the potential of cultural villages as a model of community based tourism

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Abstract. The purpose of this paper is to provide better understanding of the potential of cultural villages as a model of Community Based Tourism. The research was held in Buleleng regency, North of Bali, where the tourism is growing in this area. A qualitative research had been applied and data was collected through in-depth interview with informants from the community who directly involve in the tourism businesses. Observation and document review were also utilized. Data was analyzed in qualitative manner following Miles and Huberman method: data reduction, data display and conclusion drawing. Four villages that won the Anugerah Desa Wisata award were selected as the cases namely Pemuteran Village, Munduk Village, Sambangan Village and Kalibukbuk Village. The findings revealed that those four villages have its own uniqueness and strong points to attract tourists. Pemuteran village has strong point on under water attraction and preservation of coral reefs. Munduk village relies on nature scenery, agro-tourism and traditional game as tourist's attraction. Sambangan village is famous of waterfalls and adventurous activities. Kalibukbuk village depends on black sandy beach with dolphin watching as the main attraction. It is also apparent that the local community is actively involved and gets benefits from the tourism businesses.

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1. Introduction¹⁶

The concept of Community Based Tourism (CBT) is gained popularity in the last three decades, as a notion to improve the prosperity of local communities where the tourist destination located by directly involved in tourism businesses and activities [1,2,3]. Previously, the benefits from tourism only going to those who own tourism businesses only. The local community has not taken important parts in the tourism businesses and has little contribution to the tourism development. CBT is then been promoted as a means of development whereby the social, environmental and economic needs of local communities are met through the offering of a tourism product [1]. One of the model or implementation for CBT is a cultural or rural village tourism (in this paper is cultural village). The tourism authority in many countries introduces the implementation of CBT for sustainable tourism initiative. Therefore, the benefits of tourism industry can be fruitful for the social, environmental and local communities. This concept also is adopted in Indonesia. Indonesian government through the Ministry of Tourism is targeting to develop 1.902 cultural villages consist of 787 cultural villages based on maritime, 576 cultural villages based on river, 165 cultural villages based on irrigation, and



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374 cultural villages based on lake on 2019 [4]. Bali as the most famous tourist destination in Indonesia is pioneering in implementing the concept of CBT by establishing and developing cultural villages. Cultural villages in Bali seem as a mean to protect the social, environment and culture from the impact of tourism. Currently, Bali has 53 cultural villages [5,6] and targeted to achieve 100 villages in 2018 [6,7].

Regarding to achieve this, cultural village has to understand itself in terms of strengths, weaknesses, opportunities and threats. Each of cultural village has its own potentials to be explored in order to be sustained and beneficial for the local community. There is lack of paper discusses the potentials of cultural village as a model of CBT. To name of a few: (1) Priono explored the potential of a village that has potential to be developed as a cultural village [8]; (2) Syafi'i and Suwandono [9] and Purmada, Wilopo and Hakim [10] focused on planning a cultural village; 3) Widari viewed from the tourist perception of the attraction and the community involvement of Jatiluwih village [11]; and (4) Okazaki [12] and Stone and Stone [13] reviewed the community participation. These studies mainly only focus on establishing a cultural village and the involvement of community without comprehensively discuss how to explore the potentials to be able to sustain in tourism industry. Thus, the purpose of this paper is to explore the potentials of a cultural village and to find the improvable potentials.

The study setting

The study is took place in Buleleng regency. Buleleng located in the northern hemisphere of Bali Island stretching from west to east. Buleleng bordering Jembrana regency in western section, the Bali Sea in the north, Karangasem regency in eastern part and four regencies in the south namely Jembrana, Tabanan, Badung and Bangli [14]. Buleleng has a beach on the northern with reaching 157.05 long coastlines. The overall Buleleng area is 136.588 hectares or 24.25% of the area of Bali province. Buleleng has 57 tourist destinations/objects divided into three tourism areas that are tourism area of Batuampar, Kalibukbuk/Lovina and Air Sanih. Buleleng has assigned ten villages as cultural villages [15]. These are Sembiran village in Tejakula district, Gitgit, Sambangan and Ambengan village in Sukasada district, Bebetin village in Sawan district, Munduk, Kaliasem, and Gobleg in Banjar district, Kalibukbuk village in Buleleng district, and Pemuteran in Gerokgak district. They assigned as the cultural village by the Buleleng's Regent Decree dated December 21, 2015. The requirements to be assigned as cultural villages based on accessibility, attractions, amenities and organization. However, not all of the cultural villages are well managed and attract tourists to visit. The number of tourist to visit Buleleng has improving during 5 years since 2012 to 2016. The domestic tourists from 2012 to 2016 are 295.816, 349.981, 372.814, 402.639, and 504.145 respectively. The international tourists are 267.079, 288.166, 291.012, 300.305, and 301.313 respectively.

2. Literature Review

2.1 Community Based Tourism

CBT is promoted as a means of tourism development whereby the social, environmental and economic needs of local communities are met through the tourism products offered [1,2]. CBT is a tool for achieving sustainable tourism [16]. CBT is a form of tourism that aims to engage and benefit local people, especially indigenous peoples in a village. One example of the CBT concept is a cultural village where villagers manage their own tourism potentials by joint management and shared profit sharing [3]. The main principle of CBT is to improve the living standards of local communities. Characteristics of CBT are: (1) benefits enjoyed by local communities; (2) shared infrastructure; (3) equity in receiving benefits; (4) the initiative to protect the environment; (5) companies from outside can form joint ventures with local communities; (6) the community owns and manages the company itself; (7) although the company is privately owned but benefits to the local community; (8) development of networks for tourism products; (9) cooperatives; And (10) private sector development in the empowerment of village potentials.

2.2 Cultural village

The cultural village is a development of a village in the form of integration between attractions, accommodation and supporting facilities presented in the community life structure [17,18]. Cultural Village is a rural area that offers a whole atmosphere that reflects the authenticity of the countryside, both in terms of social culture, customs, daily life, traditional architecture, village spatial structure, and has the potential to be developed various components of tourism, for example: attractions, food and beverage, souvenir, lodging, and other tourist needs. The cultural village is a form of integration between attractions, accommodation, and supporting facilities presented in a community life structure that blends with the prevailing rules and traditions. There are two main concepts in the components of the cultural village, namely accommodation and attractions. The accommodation is part of the residence of the locals and/or units that develops over the concept of residence. While the attractions are all the daily life of the local population along with the physical setting of the village location that allows the integration of tourists as active participation such as dance courses, language and others specific. Referring to the definition of the cultural village, villages that can be developed in the village tourism program will provide a good example for other villages, the determination of a village to be a cultural village must meet several requirements, among others as follows: (1) Good accessibility, easy for tourists to visit by using various types of transportation; (2) Have interesting objects such as nature, cultural arts, legends, local food, and so to be developed as a tourist attraction; (3) The community and village officials receive and give high support to the cultural villages and tourists who come to their village; (4) Security in the village is assured; (5) Adequate accommodation, telecommunications, and manpower are available; (6) It is either cold or cool; (7) Related to other tourism objects already known by the public [9].

3. Research Methodology

A qualitative research had been applied for this research [19,20]. Data was collected through in-depth interview with the informants from the community who directly involve in the tourism businesses [19,20]. Observation and document review were also used for data triangulation [19,20]. Data was analyzed in qualitative manner following Milles and Huberman method: data reduction, data display and conclusion drawing [21]. The research was took place in Buleleng regency, North of Bali, where the tourism business is growing in this area. The number of cultural village in Buleleng regency is 10 villages and 4 of them have been awarded the "Anugerah Desa Wisata" from Cultural Village Forum which consists of silver (3 villages) and bronze (1 village) categories. Four villages that won the award were the cases to be explored [22]. Those were Pemuteran village, Munduk village, Sambangan village and Kalibukbuk village. Strengths, weaknesses, opportunities and threats (SWOT) of each cultural village were formulated.

4. Discussion

4.1 Pemuteran village

Pemuteran is a cultural village with marine activities as the main attraction, mainly diving and snorkeling, as well as nature tourism. The history of Pemuteran as a cultural village started since the local community has their own consciousness to repair damaged coral reefs. The coral reefs are damaged because locals used fish bomb to catch the fish. The adoption system is used to rehabilitate coral reefs. Each visiting tourist or other community can donate 400.000 thousand rupiahs for the development of one coral reef and later their name is pinned on the reef. After being rehabilitated, the coral reefs located in the coastline of Pemuteran village are now also designated as a fishing-free area and only for ecotourism purposes. These activities invite tourist to visit the village. Many supporting facilities such as hotels, homestays and restaurants are available (18 homestays/bungalows/inns, 10 hotels/resorts and spas, 5 villas, 20 cafes/restaurants, 14 diving service companies and 8 spa/salon). Pemuteran is a quiet area and comfortable with no merchants that disturb tourists asking them to buy their product. The road is wide, no traffic jam and easy to access. Tourist information is ready to help tourists with helpful information. However, the coastal areas are dirty with garbage and lack of maintenance, limited sign post to the beach, difficult to find the road towards beach because some roads are occupied by hotels, and no specific and unique souvenir represent Pemuteran as a cultural

village. Pemuteran has an opportunity to increase another attraction as a meeting, incentive, conference, and exhibition (MICE) provider as some facilities are already available.

Pemuteran Village is one of the villages developed by the Ministry of Tourism through the Village Tourism program in 2009 - 2010. Support from the program, among others, is used to build diving facilities as well as water tourism around the village. According to the informant who manages the Taman Sari Bali resort:

“As a commitment to keep Pemuteran as a cultural village, only local people are allowed to develop homestay, not big businessmen from outside. The diving activity is also managed by the villages in cooperation with third parties as operators which will be returned to the village”.

Not only developing lodging places, tourism activities in the Pemuteran also promote other businesses for the community such as small craft and culinary industries. Pemuteran village which was once a poor fisherman's area and the condition of a slum village now is a beautiful and beautiful cultural village and became one of the international tourist destinations in Bali. Now 1,500 heads of households in the village are also feeling the increasing welfare economically from the community-based tourism activities that flourish in the region. The informant stated:

"The key to our success is not nature and also not because of technology, but because the consciousness of the population, without the awareness of the population, will not be Pemuteran Village become an international class tourist destination."

The summary of the SWOT of Pemuteran is in Table 1 as the following:

Table 1. SWOT of Pemuteran village

Strengths	Weaknesses
<ul style="list-style-type: none"> • Beautiful beach view • The beach has a coral reef rich in coral species • Many supporting facilities such as hotels, homestays and restaurants • No merchants • The atmosphere is relatively quiet and comfortable • Wide highways • Tourist information available 	<ul style="list-style-type: none"> • The coastal areas are relatively dirty • Lack of sign road to coast • The number of roads to the beach are controlled by the hotel • No souvenirs
Opportunities	Threats
<ul style="list-style-type: none"> • Build promotion for the MICE industry, as there are already relatively few facilities 	<ul style="list-style-type: none"> • If the beach atmosphere is left dirty there is a possibility that tourists will move to other coastal areas that are now beginning to become clean

4.2 Munduk village

Munduk main attraction is the beautiful view of the green hilly landscape. Munduk has been known since a long time ago as the place to rest. The evidence is the Dutch architecture in the guest houses in the center of Munduk. The initiative to develop Munduk as a tourist destination was started in 1992 when Nyoman Bagiarta first built lodging facilities in Munduk. Some local were skeptical with this idea, they were unsure if this would work. Apparently the assumption was not true. Foreign guests are getting interested in visiting Munduk. Since then, other inns began to be built. Interestingly, the development of tourist accommodation facilities only cultivated locals. The involvement of these local people is due to the policy of the pakraman villagers through awig-awig that restrict accommodation is managed by investor. No wonder, if the business in this field of tourism is now an additional income for indigenous people in addition to relying on the harvest of cloves or coffee. One of the informants said:

"It used to be what Pak Bagiarta did invite a lot of sneers. Many people are not sure there are guests to visit our village²³. Although many pouting apparently guests began to interested in visiting. Finally the development of tourist accommodation cultivated locals"

The dominance of tourist visits to Munduk from Europe, French, Germany, and the Netherland. Foreign tourists are attracted to Munduk because of the natural scenery is still natural. In addition there are agricultural activities, such as looking at the spread of coffee and clove gardens. Sometimes guests also see the processing activities of the garden owned by residents. This peaceful atmosphere is favored by foreign guests. The traditional game "gasing" is promoted as one attraction to invite tourists to come. The support from the government is lacking. Instead of helping, but the government actually requires the village to deposit revenue from the tourism sector to the local government. For example, the retribution of the waterfall in Melanting should go to the local governments by 50 percent. The remaining 50 percent is distributed for village offices and pakraman villages. The summary of the SWOT of Munduk is in Table 2 as the following:

Table 2. SWOT of Munduk Village

Strengths	Weaknesses
<ul style="list-style-type: none"> • Beautiful landscapes • Agricultural activities • The air is very cool • Green areas • There are inns and restaurants • Traditional game "gasing" 	<ul style="list-style-type: none"> • Narrow and winding roads • Away from the tourist center • The mobile phone signal is weak • No support from the government • No souvenirs
Opportunities	Threats
<ul style="list-style-type: none"> • Development of agro-plantation and coffee processing 	<ul style="list-style-type: none"> • Villages that have nature and similar facilities

4.3 Sambangan village

The main attraction in Sambangan village is the adventurous tourism such as trekking, waterfalls, rice fields, swimming pool, and secret garden. The view is breathtaking because of the various landscapes and natural. There are seven waterfalls that are Pucuk, Kembar, Kroya, Aling-aling, Canging, Dedari, and Cemara. These waterfalls are along the way of trekking route. The trekking routes are divided into long, mid and short trekking. The long trekking takes 6 hours, mid trekking takes 4 hours and short trekking takes 2 hours. The mid trekking adventures needs 4 hours total duration started from Secret Garden, rice field view, plantations (coffee, cacao, snake fruit, 12m sugar threes, jack fruit, and end in Secret Natural swimming pool. In the waterfalls tourist can relax, sliding, jumping, swimming and take the best pose for a photograph. Tourists are domestic and foreign tourists. However, the street to reach Sambangan is narrow and no public transportation. Only few accommodation available, the local community has to exploit this opportunity by establishing guesthouses and homestays. The most visited waterfall is Aling-aling, the informant said: "Foreign tourists like to visit Aling-aling waterfalls; in a day about hundred tourists will come. In the peak season, thousand tourists will flock there."

The summary of the SWOT of Sambangan is in Table 3 as the following:

Table 3. SWOT of Sambangan Village

Strengths	Weaknesses
<ul style="list-style-type: none"> • Location near Singaraja city • The mountains view • There are hotels and restaurants • There are 7 waterfalls 	<ul style="list-style-type: none"> • There is no public transport • Narrow street • Limited parking area • Limited souvenirs shop

	<ul style="list-style-type: none"> No security Limited tour guides
Opportunities	Threats
<ul style="list-style-type: none"> Development of homestays to implement community involvement 	<ul style="list-style-type: none"> The atmosphere at the trekking base to the waterfall is not friendly, can cause tourists to choose another place

4.4 Kalibukbuk village

Kalibukbuk is one of the famous tourist destination in north Bali which own beautiful of calm sea water, blackish chromatic sand and the sea with its dolphin. Kalibukbuk is famous with Lovina beach. One of the favorite attraction in Lovina is dolphin watching tour. Lovina area is becoming the center of tourism activities in north Bali and offer many kind of accommodations, restaurants, bars, beach activities, art shops, bank, transportations etc. The accommodations in this area are available from the star hotel to the small hotel even the home stay for the low budget travelers. As a tourist area and center of tourism in Singaraja, Lovina gets the biggest visit from tourist who visiting north part of Bali. It is estimated by 90% from tourist who pay a visit to north Bali will stay in Lovina.

The tourism and village authority in Kalibukbuk manage Lovina successfully. There are array of souvenir shops belong to the local community, no merchants disturbing tourists, a lot of accommodations, parking and good road access. However, some parts of the beach are dirty and poor pedestrian facilities. This will influence tourist perception for security. Lovina has the opportunity to be developed into the MICE destination since the support facilities are available. The summary of the SWOT of Kalibukbuk is in Table 4 as the following:

Table 4. SWOT of Kalibukbuk Village

Strengths	Weaknesses
<ul style="list-style-type: none"> Beautiful beach There are attractions to see dolphins No merchants There is strong unity among service providers Support facilities, hotels and restaurants are quite good Parking facilities available Good road access 	<ul style="list-style-type: none"> Some parts of the beach are rather dirty Poor pedestrian facilities
Opportunities	Threats
<ul style="list-style-type: none"> Build promotion for the MICE industry, as there are already relatively few facilities 	<ul style="list-style-type: none"> Tourists who feel less safe walking can move to other areas

It can be concluded that those four villages has its own uniqueness and strong point as cultural villages. Pemuteran village has strong point for under water attraction and involve local community to preserve the coral reefs. Munduk village relies on scenery, agro-tourism and traditional game as tourist's attraction. Sambangan village is famous with its natural charm such as waterfalls and extreme sport in the waterfalls area. Kalibukbuk village also known as Lovina beach depends on black sandy beach with dolphin watching as the main attraction. It is also apparent that the local community is actively involved and gets benefits from the tourism businesses. The economy of local community is helped significantly by tourism businesses.

5. Acknowledgements

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