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For Social Science
(iCAST-SS)

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PROCEEDINGS

2018 International Conference on Applied Science and Technology

forSocial Science
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APPLIED INTELLIGENCE TECHNOLOGY FOR SUPPORTING 4.0 INDUSTRIAL REVOLUTION AND ITS IMPACT ON SUSTAINABLE SOCIAL AND ECONOMIC DEVELOPMENT

Manado State Polytechnic
Manado, Indonesia, October 26-27, 2018

Preface

This Conference Proceeding contains 99written version of Social Science Research Papers presented during the first iCAST (International Conference on Applied Science and Technology) on 26-27 October in the Four Point by Sheraton Hotel Manado and at the Manado Mayor's Office, North Sulawesi, Indonesia. The conference's theme covers Applied Intelligence Technology for Supporting 4.0 Industrial Revolution and its Impact on Sustainable Social and Economic Developmentwhich isthoroughly discussed in various topics including Industry 4.0 Strategic Initiatives for Competitiveness and Sustainability, Humanities, Management, Accounting and Taxation Advancements for Sustainable Development, Technology key issues in Digital Tourism and Sustainable Development, Economics for Innovation and Technology, Media and Communications Studies for Education and Technology and The improvement of local agricultural resources through sustainable development goals in providing national food security. The Conference has offered a tremendous opportunity to the researchers from Japan, Germany, Malaysia, Australia and Indonesia to present and discuss their research papers in a wide range of research areas. It is important to note that Keynotes from **Technology is changing how tourism appears and does Business, Halal Life Style: from the perspective of Science & Technology**, **Technology solutions to key issues in marine tourism destinations** have also contributed to a rich array of discussion. A deepest gratitude goes to the corresponding Keynote Speakers for their valuable contributions to ensure the success of the conference. A sincerest appreciation is extended to all the following people and team: all participants for their treasured involvement in the conference programs and in realizing this proceeding, all conference committee members for their professionalism and commitments to the high standard of the conference arrangement, and last but least, the Indonesian State Polytechnic Forum and technical co-sponsored of IEEE Indonesia Section that have organized the conference. We are looking forward to receiving fruitful insights and recommendation for the second iCAST in the future.

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Tourism Village Management Model to Maintain Bali Sustainable Tourism

I K Santra[1], IW Sukarta[2], IK Pasek[3], C G Putra Y[4], IB Sanjaya[5], Wailan[6] and W Sumetri[7]

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Abstract. This study aims to construct a management model that can smooth out the distribution of tourism income, so as to maintain sustainable tourism development. A model of tourism industry management that is likely to be a community-based tourism model that accommodates the interests of all stakeholders. Currently, the management of the tourism industry has not supported the interests of the general public. The results and progress of tourism should ideally be enjoyed proportionally by local communities, investors and governments, but the advancement of tourism has led to a disparity in income distribution. Tourism Village is cross-sector integration from the various components that form a unity into a tourist destination. Integration will occur when there is harmonization of various stakeholders and components in it. Thus, it needs to be studied intensively in order to build a model of tourism management in the village of tourism. Tourism management is able to align the interests of all components and stakeholders into a tourist destination. From the data collected in nine districts/ cities in Bali, there are three models of village tourism management. First, a tourist village established and managed by *DesaAdat*. Second, the tourist village, founded and run by rural tourism activists and pioneers and the third is a variation of both. The model of rural tourism governance tends to maintain a tourist village managed by or affiliated with *DesaAdat*. Because this model is able to accommodate all the different interests of the various components under one *DesaAdat* interest.

1. Introduction

Tourism is the main industry that drives the world economic sector and contributes 9% of GDP [1]. Tourism has long been recognized as having a significant influence on the country's economic growth [2]. Tourism has many characteristic. One of the characteristics of tourism as a cross-sector industry has a broad multiplier effect. UNEP and WTO reported that the tourism industry has grown by almost 25% in the past 10 years and has become a major generator of world employment opportunities. The tourism industry contributes as much as 29% of the total world service industry exports, even for some developing countries such as Indonesia tourism is the main source of foreign currency.

However, the tourism industry has many negative sides [1]. Most of the benefits of tourism are enjoyed by owners of capital while people around tourist destinations feel they do not get benefits. Furqan asserted that among the three main influences of the tourism industry, the influence of tourism on the improvement of the economy is most considered by the government [3]. While the other two cultural and environmental

influences are often ignored. In spite of the socio-cultural and environmental problems closest to the lives of local communities where tourism facilities are located.Tourism in Indonesia and particularly in Bali has provided an opportunity to increase the income and standard of living of the people, but most of the benefitsof tourism tend to flow out of the local community. Communities, especially those who close to tourist sites are often at the forefront of service, but the latter receive benefits from tourism activities.

The negative influence of tourism on tourism destinations such as social relations and social structures has changed. Social attitudes and values have shifted. The accompanying effects can be seen in the high conflict of land use for the tourism or environmental preservation.The negative impact of tourism on socio-culture is the change local indigenous values. Tourism actors simplify culture, art and attractions to suit the tastes of tourists. Culture, art and way of life have become commodities sold to tourists. Khamdevi feel the need to redefine tourism by learning from the failure of Bali tourism. They stated that Bali was very famous as a world tourism destination, but there were many negative impacts from tourism [14]. Many literatures have shown negative impacts of tourism, but there are rare studies that focus on minimizing these impacts. Thus, this paper will fill the gap through the formulation of a model of tourism village governance towards sustainable Bali tourism.

2. Literature Review

2.1. Tourims Villages
WTO strongly supported the tourism industry to take a greater role in increasing economic and social benefits for local communities, culture preservation and the natural environment. However, this role has not been implemented well, so the idea to develope tourism is based on community empowerment through the tourism villages. Unesco has developed the *LuangNamtha*, Thailand. The *LuangNamtha* is funded by New Zealand to develop eco-tourism and tourism villages [4].

Tourism village was not new terminology. Many villages in Bali have been become tourist destinations such as the villages of *Kemenuh*, *Batuan* and *Penglipuran* before the 1970s. Tourism villages are a form of democracy economy, the tourist destination which is built by and the integration of various tourism components and facilities owned by the local community[5]. The tourism village is an integration of various element such, tourist attractions, accommodations and other supporting facilities. Integration of various community tourism components and facilities can occur if the interests of each stakeholder can be put together, and resulting in harmony that causes the tourist attraction emerge.

2.2. The Stakeholder Perspective
Stakeholder theory was originated as a new perspective on understanding business (company). The old view assumed that the company as a vehicle in maximizing profits for capital owners [6]. Shareholder models assume that companies are legal instruments for shareholders to maximize their interests; such as return from investment.Thus, the understanding of stakeholders is more relevant to become the basis of sustainable tourism villages. Stakeholders are individuals or groups that influence and are influenced by the purpose of establishing a tourist village. Tourism development affects many groups or individuals. Tourism has both positive and negative influences on stakeholders [7];[8]. The main stakeholders in the tourism industry [9] are; nature, environment, local community, workers, entrepreneurs, government, tourists and non-governmental organizations. The main stakeholders of tourism can be grouped into two major categories, namely visitor and host community [7].

2.3. Sustainable Tourism
The terminology of sustainable development is becoming more popular when economic development that pursues growth has failed where nature has become damaged; the environment has been polluted by various pollutants and has an impact on the externality of activities in pursuit of uncontrolled economic growth. So at the Stockholm

conference in 1972 the concept of "eco-development" was raised where cultural, social and environmental aspects were integrated into development. The essence of the concept of eco-development is "*small is beautiful*" [10].

In simple terms sustainable development postulated that everything that could be enjoyed by the current generation, it should also still be enjoyed by future generations. The topic of sustainable development is a relevant issue when discussing solutions to the negative impacts of tourism [11]. Tourism development can be sustainable if each stakeholder understands their respective rights and obligations and seeks to convergence of interests towards an integrated goal [9]. All individuals, community groups, entrepreneurs and government related to tourism development must be involved from planning to supervision and evaluation of the development of tourism facilities. Sustainability tourism will not be achieved, before all affected stakeholders are heard their opinions, accommodated their views and involved themin planning to evaluation. Harmonious collaboration between local and international travel operators, local communities, non-governmental organizations and the government is absolutely necessary.Sustainable tourism is one way to raise awareness for local residents and tourists about the importance of using natural resources in a responsible way [12].

The new ways or models are an alternative to maintain tourism by includinglocal residents who have the willingness to participate in the development and supervision of these tourist destinations. The purpose of this new model is to involve as many local communities as possible. Thus, the benefits of tourism activities remain largely revolved around the local community, so that the economy and the standard of living of local people become elevated. In order for sustainability of tourism development to be maintained, it must involve all stakeholders starting in the planning, implementation and supervision of tourism development. Planning policies and actions in tourism should maintain a balance between benefits and sacrifices in all aspects; economic, social, cultural and environmental.

3. Descriptive Statistic

Based on the results of the data processing, it can be described in the following points. It can be seen from the completeness of the structure of the organization that 87% of the tourism villages had have complete managerial structure and remains 13% have not complete yet. The organizational structure is one signs of the seriousness of an organization. Organizational structure is an early indication.It has correlation with organizational performance. Furthermore, organizational completeness is associated with other organizational attributes, such as licensing, marketing networks, participation of residents and facilities belonging to residents in the operation of the tourism village.

There are 29 tourism villages waiting for their legal licencee (60.9%). While 8 villages (17.4%) proposed permits, and the remaining 11 villages (21.8%) have a complete the structure and legal licence. Overall there are 43.48% of tourism villages that have used web and e-mail. While 56.5% tourism villages that have not used the web and e-mail in the tourism village management activities. Appraising from marketing network there are 73.9% tourism village do not have marketing network, while the remaining 26.1% have built a marketing network. Community and their-owned facilities involvment in tourist villages can be described that there are 29.9%.

4. Discussion

Village tourism sustainability is influenced by how much local community involvment in the tourism village activities.Participation can take the form of activeness in management, the inclusion of community-owned facilities. All of these stakeholders have different interests and often these interests led to conflict. The stakeholders must be involving in the planning to supervision stage. Tourism development can be maintained by inclusion of stakeholders in the all process. Thus, the important thing to know is who is relevant to be taken into account in the stakeholders and how the tourism planner involves them in the development of tourism.

Natural resources could be sustainable if tourism could utilize and conserve it in natural

tourism activities. Local culture would be able to live sustainably if the perpetrators of tourism can provide protection and preservation efforts. Beautiful, unique, historic and well-maintained natural environment will attract many visitors to come. The *adiluhung* culture that is still maintained and run in the community will attracted a lot of visitors. Tourists will experience life in a unique, high value cultural. A good and well-maintained natural environment, culture can generate economic income that might support the conservation of the environment and conservation of the local culture itself. In turn tourism in a tourist area will get better. Quality tourism will attract quality tourists too.

Based on the objective conditions of the tourist village as discussed in the results of descriptive statistics, it can be illustrated that the condition of the tourism village were quitediferences. The deepening of factual conditions with the Bali tourism village forum through focus group discussion (FGD) can be concluded as a general description of tourism villages in Bali as follows. The general classification of tourism villages based on FGD results can be grouped into 2, namely; 1) Early Adapter and 2) Late Adapter.

Tourism villages classified as Early Adapter (EA) are pioneer tourism villages. As a pioneer tourism village, in general EA has organizational features. EA also has the characteristics or uniqueness of object of tourist destination and the uniqueness of other tourism products. EA has been established for a long time, between 1985 and 1995. Thus the tourism village of the EA group is classified as an adult tourism village. EA has obtained and has many achievements or awards. They have already received various awards from rating agencies or institutions providers of awards from various parties such as the Ministry of Tourism, Tourism Agency, and other institutions. The EA tourism village has adequate supporting resources. Pioneer tourism villages could be used as benchmarking for other villages to establish tourist villages. Even so, EA still needs assistance in the promotion, marketing and management of tourism villages towards sustainable tourism management.

The tourist village classified as Late Adapter (LA) is a tourist village that was established and operated after 2005. Based on the completeness of the arrangement of tourism village managers, then LA is grouped into 2, namely; 1) The tourism village that has been in operation and is being visited, namely the tourism village with tourism destination object, unique product wich definitive in this paper is called early follower (EF). The EF tourism village is characterized by a complete village organization structure. However, it is necessary to sharpen branding and positioning so that object of tourist become tourism destination which is truly unique so that they have a selling value. And 2) the new tourism village that is just starting and only plans to build the object of tourist destination, in this paper is called Beginner. The beginner tourism village needs to learn and improve the ability of the early adapter tourism village or early follower.

4.1. Tourism Viiage Development Stategy
Tourism village management aims at helping and optimizing every village's potential towards a tourist village which is a source of income and welfare of the population. Tourism village management will succeed if it is based on the objective conditions of the potential resource of each tourist village.

By understanding the objective conditions of each tourist village from the collected questionnaires and the FGD results can be described the real conditions of each tourist village. Each tourism village has a very varied real condition, so the approach in its management requires a different approach. Since it has been explained that the real conditions of tourism villages are diverse, in order to enable village stratification is carried out to make it easier to manage.

4.2. Tourims Villages Governance
Village tourism governance, towards sustainable Bali tourism development. Concerning of the weaknesses and negative impacts of mass tourism which marginalize local populations in both economic, social and cultural aspects. It is necessary to construct a tourism village governance model [1] that can

safeguard the sustainability of tourism development in Bali.Construction of tourism village governance models based on literature review, empirical findings and FGD results. Model of tourism village governance integrates three (3) fields of building block, namely:

1. The management functions (planning, organizing, directing / mobilizing and controlling);
2. Principles of sustainable governance principles (accountability, accountability, transparency, fairness, independence and sustainability);
3. Participation of village tourism stakeholders (local residents, visitors, business / business owners, non-governmental organizations and government) [7;8].

The Integration into the three fields of literature study and empirical findings is integrated into the tourism village governance model to accommodate the interests of relevant stakeholders. Stakeholder interests are accommodated through the principles of open and responsible governance. Sustainable tourism village management process, such as planning, organizing, directing, implementing and supervising.

4.2. 1 Planning Stage
Planning uses a participatory approach. The very important initial stages in planning are recognizing and identifying all stakeholders affected by the tourism village activities. Local villagers who were affected were invited, heard their opinions and wishes regarding the tourism village built in the village. Some literature has reported that the increasing importance of local population involvement in the tourism development process. Local population is an important key for sustainable tourism [10]. The FGD approach is very helpful, it is used to identify and explore the opinions and desiresof stakeholders.

Failure in planning is an obstacle in the next stage, namely collaboration between stakeholders. Voice and desires of potential visitors are identified through literature review, market surveys and interviews with travel operators. Travel operators as partners in promotion and attracting tourists. Travel operators are rich in information about the character and desires of tourists. Besides the travel agency the planning phase also involves the government and non-governmental organizations. The government as a regulator has various resources and programs. Meanwhile, non-governmental organizations are co-partners in advocacy, education of people and tourists on sustainable tourism.

4.2. 2 Organizing Stage
The next stage is a meeting to present a tourism village development proposal in front of stakeholders. The meeting concerns; 1) discuss plans, hear input, explore participation and form collaborations from all relevant stakeholders, select, establish and organize stakeholders in tourism village management. 2) Socialization, data collection and determination of the uniqueness of the object of tourist attraction to be built. 3) Data collection and inventory of object of tourist attraction supporting assets and preparation and dissemination of various standard procedures for each stakeholder. Stage to explore input and stakeholder participation, determination of object of tourist attraction, asset capitalization and mobilization organized with the principles of openness, fairness and accountability. Stakeholder support and participation will determine the success of staffing and organizing.

A tourist village is managed by a chairman assisted by the vice chairman according to the needs according to the area and operational coverage of the tourism village. The tourism village must have at least a vice chairman in the marketing field of object of tourist attraction; deputy chairman of the operational field of object of tourist attraction. Tourism villages that have a wide range of operational activities and many tourism activities can add to the number of vice chairmen in the fields deemed necessary. Each deputy chairman of the field is assisted by several staff or personnel.

Deputy Chairman of marketing, assisted by staffs who handles promotion and marketing, who handle the front line of the tourism village. The marketing field is also responsible for improving the skills and competencies of

tour guides. The vice chairman of the operational field is assisted by staffs who handle the operational readiness of the tourism village and the supporting facilities needed by tourists visiting of object of tourist attraction. The tourism village operational area also requires staff that can handle and prepare tourist attractions or shows which are unique iconic of object of tourist attraction. The number of operational staff is adjusted to the workload requirements in each of object of tourist destination.

The operational field is responsible for the readiness and quality of the tourism village both regarding activities and tourism products with regard to the seven aspects of tourist charm, such (1)security, (2) orderliness, (3) cleanliness; (4) coolness, (5) beauty, (6) friendliness and (7) memories. Staff and personnel who assist the operational field representatives in maintaining and ensuring object of tourist attraction in all seven aspects of object of tourist attraction 's charm. Thus the more and more objects that are managed, the number of personnel who handle the seven aspects of object of tourist attraction's charm is also increasing.

Guidance contains best practices in running sustainable tourism villages. Guidelines guarantee that tourism villages are built towards the ideal goals and responsibilities of sustainable tourism villages, namely; 1) safeguard environmental sustainability; 2) support the role of the local economy; 3) respecting the diversity and richness of local culture and 4) keeping tourists from having rich and very valuable experiences about culture, life habits and social values in tourist villages.

4.2. 3 Dirrection and Implementation Stage
Good planning, organizational structure and documents will not work if there is no direction, mobilization and implementation. So in the staffing and organizing stage that has gained stakeholder legitimacy is the foundation of the direction, mobilization and implementation of tourism village management. Based on the tourism village management, the managing director runs the mobilization, implementation and direction of all tourism village resources.The head of the

tourism village manager is guided by five pillars [1] in carrying out the briefing and implementation stages. The five pillars that serve as guiding guidelines for carrying out village tourism management towards sustainable tourism are: 1) Policies in tourism management, 2) Economic performance, investment and competitiveness, 3) Human resources and employment opportunities, 4) Eradication of poverty and social inequality and 5) Sustainability of culture, environment and nature.

The head of the tourism village manager runs the village tourism operation in accordance with the tourism village management policy that is set at the organizing and staffing stage. The management chairman's assessment/ management can take steps to adjust the technique, the strategy of the policy which is considered unable to reach the target. Regarding policies that are deemed irrelevant towards sustainable tourism the chief manager must discuss them in a meeting with all stakeholders.But if only the tactics and strategies need to be adjusted, then the management chief does not need to wait for the results of the meeting with all stakeholders. The head of the management adjusts to the tactics, a strategy of policies that were considered irrelevant or inappropriate in achieving sustainable tourism. Local wisdom used by management guidelines is the concept of "*tri hitakarana; salunglungsabayantaka; baningadep tour for meli*". All the inheritance of this noble concept is still relevant to concepts that are popular now as "sustainable; stakeholder participation; fair trade". The fair trade concept ensures that consumers will get the best price in accordance with the benefits derived from consuming products (goods/ services). Sustainable tourism village management runs economically, investment in tourism village development produces returns that can improve competitiveness. The ability to compete in attracting a number of quality visitors will determine the performance of tourism village investment. Economic performance, good rural tourism investment increases the satisfaction of all stakeholders and ensures sustainable tourism is maintained. Investments that generate reasonable returns

will result in long-term economic performance. Return on investment needed to maintain the survival of tourist villages. The higher the investment returns the better the growth of the business entity. But if a high return is generated from a process that ignores the interests of other stakeholders, the sustainability of the business entity is threatened. Profitable in accounting and profitable investment in the long term increases competitiveness. High competitiveness will succeed in bringing quality tourist visits. The arrival of quality tourists that contribute to improve the economic performance.

Tourism villages are managed with sustainable principles, fostering economic performance by not ignoring the rights of other stakeholders. Profitable investment has wider expansion opportunities. Corporate expansion results in the creation of opportunities and employment. Employment created by the company's expansion process that prioritizes the participation of local workforce while still paying attention to competence and expertise will have strategic value and easier, more guarantee towards sustainable tourism. Education and training of workers in order to foster reliable, competent and competitive resource capital must be carried out. Training can improve and maintain the competence of the workforce. Tourism village managers should provide optimal empowerment for local workers to increase their participation in tourist villages. The more local residents who become workers in tourist villages, the better the chance for the local economy to develop. The sustainable principle of tourism villages is influenced by the presence and participation of local communities in tourism village activities.

Alleviating poverty and social inequality by expanding the opportunities for local people to participate as laborers in tourist villages is one of the sources to increase people's income. The higher participation of local communities in tourism village development activities, the more the community's income increases. The higher the income of the community, the faster the community is lifted from the problem of poverty. The more local communities participate in becoming laborers, becoming business owners in tourist villages, the more evenly distributed income distribution from tourism activities. The more evenly distributed income distribution from tourism, the narrower the social gap between local residents. The distribution of tourism income is equitable, fair according to community contributions and participation. This is only possible in tourist villages that are managed with a participatory approach and managed with the principle of openness and accountability.

A safe, comfortable and sustainable environment is a dream for every community. But the ideal conditions demand the roles and responsibilities of all communities, especially the local community. Likewise, the culture and nature of the environment will live and survive if the supporting community has a high awareness of the importance of environmental, cultural and natural sustainability. The sustainability of culture, environment and nature, although determined by many factors, the role of local communities is very strategic and decisive. Living, surviving and developing the culture of a society is very dependent on the awareness and persistence of the local community in carrying out and obeying it. Sustainable culture is a culture that is still run by the community until now and later.

4.2. 4 Supervision Stage

The control and evaluation based on guidelines and documents made at the planning stage. Based on the documents and guidelines, the head of the management is assisted by representatives of the tourism village manager to control and evaluate. The purpose of the control is to prevent possible deviations from the implementation and evaluate the achievement of the targets set. Evaluation is also carried out on the constraints and obstacles that occur in the implementation of tourism villages, to formulate the improvement plans and implementation in the next period. The control process is carried out by the management body consisting of the chief manager and deputy chairman of the field based on the documents and guidelines on the results of organizing. The evaluation process involves all components of the village tourism stakeholders. Questionnaire regarding tourist

satisfaction can be an evaluation media for all stakeholders.Thus the tourism village governance model that has the potential to maintain sustainable tourism development can be described as follows.

Figures 1.Model of Tourism Village Management towards Sustainable Bali Tourism.

5. Conclusion

Village tourism guidelines are arranged according to the objective conditions of the tourism village. Appropriate guidance guidelines guarantee that tourism villages are built towards an ideal destination towards a sustainable tourism village, take into account; 1) natural and environmental sustainability is maintained; 2) the standard of living and economy of the local community; 3) diversity, richness of local culture and traditional villages are maintained and 4) tourists get very rich and valuable experiences about culture, living habits, social values in tourist villages. Focus group discussions with administrators and members of Bali tourism village communication forums on results a study of the tourism village governance model agreed that the function of the management was integrated with the principles of good governance and adapted to the participation of stakeholders and objective conditions of tourism villages to be a model of sustainable tourism village governance. Thus, it was concluded that there were three (3) models of tourism village governance; namely 1) tourism villages that are initiated and managed by traditional villages; 2) tourist villages initiated and managed by tourism village activists (*pokdarwis*); and 3) tourism villages that initiated and managed by collaborate between traditional villages and tourism village activists.

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