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Submission date: 12-May-2023 06:11PM (UTC+0500)

Submission ID: 2091322393

File name: odel_in_Blimbingsari_tourism_village,_Melaya,_Jembrana,_Bali.pdf (481.35K)

Word count: 2669

Character count: 14845

8 Community based village management model in Blimbingsari tourism village, Melaya, Jembrana, Bali

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Abstract. Until the year 2018 Bali Local Government through the Tourism Department has launched that there are 100 tourist villages in Bali. Based on existing data today, there has been formed 42 tourist villages scattered throughout Bali. From the 42 tourist villages that have been formed there some of them have succeeded, and there some of them haven't been successful. Actually, the tourism potency is good but the number of tourist arrivals decrease. Blimbingsari Tourism Village has long been designated as a tourist village and there have many tourists visited this village. In order this tourism village is able to be managed sustainably, it is necessary to create a good management model. Therefore, this study aimed to create a community base tourism model before the goal was reached, it would first be explored and described what were the potencies of Blimbingsari Tourism Village that could attract tourists to visit, and to describe who were visiting. This research was conducted by direct fielding, interviewing and spreading questionnaires to the tourists and focus group discussion (FGD). From the analysis of tourism potencies that the most popular tourism in Blimbingsari Village was spiritual tourism, the most visited tourists were domestic tourists, they got information from friends. The most prominent impression of tourists after visiting it : it's a beautiful and clean village. From the analysis and (FGD) conducted then later it was arranged the management model. In the model, it **12** formulated and agreed the task of each stake holder and the contribution derived from the management of the tourism village. Therefore it is expected the management has strong foundation in carrying out the tasks so that this tourism village can be managed in a sustainable manner.

1. Introduction

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Bali Tourism has been known since long ago, not only by domestic tourists but by foreign tourists who visited Bali a lot. The development of such a rapid tourism unfortunately did not occur evenly throughout Bali. Tourism development has been only concentrated in southern part of Bali, while eastern Bali, northern and western Bali is still needed a touch for development. This is the challenge of the government in order that tourism cake could be enjoyed evenly throughout Bali. For the development of tourism in North Bali, east and west, of course the government should have a different concept with tourism in southern Bali. The reason is , if all the concepts are the same then the diversity as a characteristic of Bali will be lost. For that reason, the government and the Indonesia tourism development corporation (ITDC) are thinking of developing a community base tourism, one of the forms that will be developed and developed is a tourist village. This **7** is conveyed by ITDC's vice president at Bali Post March 3, 2017. In line with the research results of the United Nations The Economic and Social Commission for Asia and the Pacific (UNESCAP, 2003) showed that some of the profits generated from the international tourism sector would return to the countries of origin of tourists. In Indonesia according to Kodhyat (2003) Indonesia's tourism was estimated to create leakage between

50% to 80%. Leakage leaks might occur due to foreign investment in hospitality and other sectors in the tourism industry, management fees, franchise fees, technological assistance, import goods and proportional costs worldwide (Mathieson and Wall, 1990; Holden, 2008).

To provide greater benefits to the community and reduce the leakage level, the future tourism development will be promoted by building a tourism village. For the development of the tourism village of Bali though the tourism office proclaimed there are 100 tourism villages until 2018. Nuryanti (1992) defined the tourist village is a form of integration between attractions, accommodation, and supporting facilities presented in a community life structure that integrates with the ordinance and Traditions that apply. Until now in Bali there are 42 tourism villages have been developed. From all the tourism villages have been developed, there some growing and there are also tourism villages that haven't developed where the number of guests who visit only slightly. Observations generally showed that villagers still have difficulty in managing so many types of businesses and so complicated of the works of newly acquired hospitality. After all, managing a tourism business is not as easy as managing a farm. The society which has been accustomed to agrarian life can not simply switch professions as tourism service providers, because these two areas have very different characteristics.

Blimbingsari Village is one of the tourism villages in western Bali precisely in Melaya district Jembrana regency, about 120 Km from the city of Denpasar, including the village visited by a lot of tourists at the moment. Blimbingsari Tourism Village can be developed until now of course there is a cause, there is a potency that has attracted tourists to visit even live in this village. In order that this tourism village can continue to grow, it needs to have good management, therefore the involvement of each stake holder needs to be formulated clearly so that the management that has been running can be sustainable.

Based on the description can be formulated the purpose of this research is to create a model of village-based tourism management and to describe the tourism potencies of Blimbingsari Tourism Village and the characteristics of tourists who visit it. With the existence of a good management model is expected the tourists who visit this tourism village is increasing, the welfare of the community is increasing, for the future that this model can be followed by other tourism villages.

2. Method

The necessary data will be collected by plunging directly into the field, interviewing with tourism managers and community leaders, distributing questionnaires to tourists and conducting FGDs whose participants are community representatives, tourism managers, home stay representatives, representatives of culinary managers.

After the required data is obtained, it will be analyzed with qualitative descriptive analysis starting from pre coding, coding, categorization, tabulation and description creation. Furthermore, the data presented in the description, drawings, or tables in the model making will be done together with community leaders by conducting FGD.

3. Discussion

From the analysis conducted obtained the results that Blimbingsari tourism village has a variety of potencies that have been packaged into tourism products such as:

1 Spiritual Tour

Blimbingsari village with its church and congregation are often visited by tourists, from various regions even from abroad, because of the uniqueness of worship couldn't be found in other areas, called Contextual Worshiping. Tourists who come can participate in worshiping together with the community. Worshiping is usually done every first week in the beginning of the month, people who are worshiping by wearing traditional clothing, music that played is traditional music (gamelan) and language preface is Balinese language, songs played by using Balinese language and interspersed with Indonesian or English so all people who join the worshiping Understand. After having lunch will be continued by giving explanation about the history of Blimbingsari Village or Church

This sharing package is quite popular for tourists considering the history of the village and church could not be separated in addition to the history of the village and this church is a unique history, which tells

about how the struggle and grief of the predecessors and founders of the village and church or Blimbingsari congregation, In this case walking from several areas in Denpasar / Badung to choose this area which used to be the dense forest to be their residence. Sharing about the history of the village or church can be led by a pastor or it could be by a tourism manager.

2. The Cultural Arts Tourism

This cultural art tourism is about the uniqueness and uniqueness of culture, can be in the form art, ceremony and art work of the village community. For example Blimbingsari Village Community has jegog group / Sekehe jegog and also gambelan group / sekehe gambelan. Gambelan is usually used to accompany worshipping on the first Sunday of each month while jegog is often used to entertain guests / tourists who come, and tourists can enjoy dance and besides that they can also engage in these activities by dancing or ngibing accompanying jogged dancing. Other activities that can be followed by tourists are learning to dance, learning to beat, making traditional food such as Sate Lilit and making penjor.

3. Nature Tourism and Environmental Maintenance

In SK. MENPARPOSTEL No. : KM. 98 / PW.102 / MPPT-87, Tourism Object is any place or natural state that has tourism resources that and developed so it has an attraction and cultivated as a place visited by tourists. Blimbingsari village is a village near the forest, most of its people occupation as farmers in particular gardening, the land they have planted coconut, banana, chocolate and other plants thus the village becomes very green.

Many tourists who come to Blimbingsari want to witness its beautiful nature, the green trees arranging a neat house. To be more enjoyable of the green village Blimbingsari tourists can choose activities that blend with nature in the form of trekking activities. There are three trekking tracks available to tourists, they can choose according to the time available or according to their ability, 2 hours, 3 hours and 6 hours. In addition to trekking tourists can also choose other activities such as:

- A. Tracking Bird Watching,
- B. Bali Starling Conservation.
- C. Tree planting.
- D. Various trees and historic springs

4. Agro Tourism and Home Industry

In agro tourism at the village of Blimbingsari, there are some activities that tourists can do, such as picking and processing of chocolate fruit, feeding cattle, copra industry, brown sugar and liquid smoke making.

5. Educational and Special Interest Tourism

The special interest tourism programs that tourists can choose during their holiday in Blimbingsari village including : Live in Program, Camping, Balinese Dance and gambelan training

Tourists Characteristics visited Blimbingsari Tourism Village

For explaining the characteristics of tourists visiting Blimbingsari Village will be seen from several things: gender, age, country of origin, destination of arrival, source of information, frequency of arrival and their impression to the village after their visit. From the results of the research, the data were obtained as follows: tourists who visited Blimbingsari Village Most of the men (64%), from age group, were aged 20 to 49 years, 78% The most visitors come from Indonesia that is as much as 74%, tourists come to Blimbingsari Tourism Village mostly is to do spiritual tourism 48%, the source of information means is from where the tourists get information about Blimbingsari village from the research results obtained 54% of tourists Obtain information from their friends. Based on the results of research conducted the most is the number of tourists who visited just once as much as 78%, no tourists who give the impression is not good, all of them have very good impression, some say beautiful, clean, fertile and unique . Most impressions are the beautiful Blimbingsari Village Tourism: 46% and clean : 42%

Management Model of Blimbingsari Tourism Village

Until this research has been conducted Blimbingsari tourism village does not have clear management model, thus the manager does not have clear guidance in doing his duty. If it happens continues, it will have an unfavorable impact on subsequent developments. By conducting FGDs together with community leaders, finally it is agreed on the model of Blimbingsari village tourism management as follows

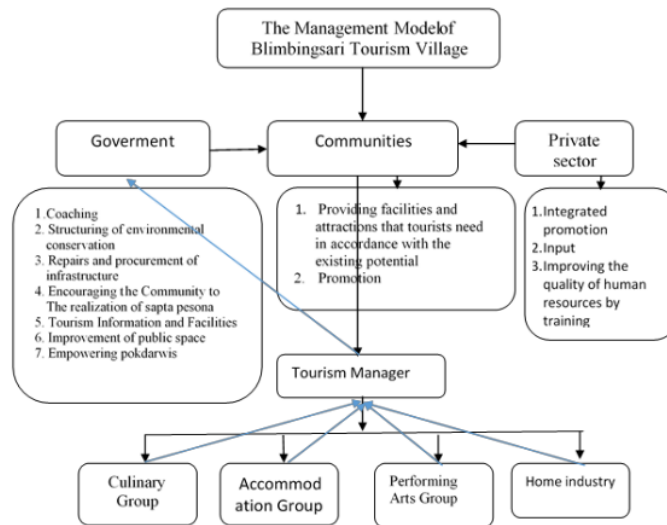


Figure 1. The Management Model of Blimbingsari Tourism Village

The most frequent problems in the management of tourism destination or tourism village is how and how much they get the contribution of the role they do, if all feel clear and fair of course does not happen the problem, if the opposite happens this will result in less good and if it is not soon found the way out, it will have bad impact on the management, the image of the tourist village, if this happens is not impossible that the tourist village just stay name.

Blimbingsari Tourism Village is very aware of it, because it was during FGD done. Witnessed by heads of villages, BPDs, tourism managers, Customs, community leaders, representatives of homestay owners and industry representatives (culinary) together discuss and agree on the contributions of each stakeholder to the home stay owner, the manager, Government, culinary, home industry and church.

4 Conclusion

Based on the results of the analysis of data collected it can be concluded that

1. Tourism potency that attracts tourists to visit Blimbingsari Tourism Village is spiritual tourism in the form of religious worshiping, cultural tourism such as jegog with joged, gambelan to accompany song during worshiping, nature tourism can see the beauty of the village by doing trekking or just a walk in the morning, bird watching like jalak bali, agro tourism and home industry.
2. Characteristics of tourists visiting Blimbingsari Village, and most them are domestic tourists 74%, the purpose of arrival is to participate in spiritual worshiping or spiritual tourism 48%, tourists get information from friends 54% and 32% of church, arrival frequency one Time visit : 78%, more than once: 22% of tourists impression after visiting almost no one has bad impression 46% have beautiful impression, 42% cleaner and the rest is unique and fertile.
3. Village management model of Blimbingsari tourism has been agreed together with their respective duties and contributions, and village government and management will soon be socialized the model and after that it will be implemented soon.

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