



## Implementation Of Community Based Tourism Concept In Sustainable Tourism Management In Penglipuran Village

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### ABSTRACT

The development of a tourism village can positively impact the village community itself, including the existence of new jobs for the community so that it can reduce the unemployment rate in the village. Apart from the concept of ecotourism, tourism villages can also make a village an independent village because they can provide alternatives. Jobs that the local community can enter. This research uses a qualitative approach. The location in this study is Penglipuran Village, Bangli Regency, Bali Province. The sample in this study was taken using purposive sampling, while the information is the Operational Coordinator, Tourist Site Manager, and Penglipuran Tourism Village Community. Data were collected by in-depth interviews, field observations, and documentation. The data analysis uses triangulation with the data reduction stage, the data presentation stage, and the conclusion and verification stages. The results of the study show that the application of the concept of community-based tourism is proven to be able to improve future sustainable tourism in Penglipuran Village because conceptually, the principle of community-based tourism development is to place the community as the main actor of development through empowerment in various tourism activities so that the maximum benefits of tourism are felt directly by the society.

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### 1. Introduction

Community-based tourism (CBT) is a sustainable development by embracing the community as the main actor through community empowerment in various tourism activities. In CBT, people that empowered to manage their tourist objects. Different community members can share hands-on experiences and develop personal relationships that can grow into solid alliances that contribute to sustainable community development. Conceptually, the basic principle of community-based tourism is to place the community as the main actor through community empowerment in various tourism activities. The benefits of tourism are prioritized for the benefit of the community as much as possible. Today, tourism that used in international cooperation as a strategy to promote the development of poor communities. In this context, international cooperation for development is a relevant source of funding for international tourism expansion (Giampiccoli, 2015). The main target of tourism development must be to improve the welfare of local communities in the tourism development area. With community participation, the development of tourist villages tends to have a positive impact on local communities (Dhimas, 2018). However, the communities around the location of the activities of the institution or company that likened to neighbors. When they are needed to be good eat be friends, and if they are poorly needed then will be opponents (Putri Raflesia Arifin, 2017).

Tourism development designers commonly use Community-based tourism to mobilize communities to actively participate in the development as partners in the tourism industry. The aim is to empower the socio-economic community and place added value in tourism, especially for tourists. Community participation illustrates how there is a fair redistribution of power between activity providers and activity recipient groups (Purmada et al., 2016). It involves the community in decision-making processes, especially related to the acquisition of income, employment, and the preservation of the environment and culture of the indigenous people (Sunuantari, 2017). Instead of improving people's socio-economic life quality, tourism is merely a business tool for government or private sectors. In other words, community participation is still lacking. For instance, in many areas, local people only take a small part in tourism activities as a food seller, small scale souvenir seller, motorcycle and taxi drivers, or even worst. They can only see how the tourism industry exploits their natural resources without significant economic and political returns (Hipolitus K. et al., 2020).

One area that has considerable potential is Penglipuran Bangli. Bangli is a district in the eastern part of Bali Province which has a wealth of cultural arts, diversity of traditional customs and is awarded the beauty of stunning natural scenery. Regional crafts, exceptional food, dances, to the diversity of regional tribes who live side by side in harmony add to the potential of Bangli so that it makes an area with sufficient income for the welfare of the community and government. These potentials are the capital for the development of the Bangli government, especially in the tourism sector, which must be elevated to the national and international tourism scene. This way, the risk of tourists invading private aspects of the local culture is avoided. However, at the same time, his limited number of visitors reduces the economic resources generated by tourism. Have considered this element, the creation of cooperatives allowing the community to manage its tourist resources is seen as a fundamental element (López-Guzmán et al., 2011).

Tourism villages currently tend to use the concept of ecotourism, where the tourism offered is all the potential of rural communities. Rural tourism makes people more aware of the authenticity of culture and nature in their villages to maintain tourist interest in traveling in tourist villages (Fildzah et al., 2016). Despite widespread CBT projects in the developing



world, the practice has emerged only recently in post-Soviet countries. CBT development requires a better understanding of the local context, an individual approach, and appropriate planning models that adapted to local perspectives and social structures (Khartishvili et al., 2020). The potential and diversity of Natural Resources in each region is one of the sources of economic potential that can be developing by the Regional Government and can be used as a source of Regional Original Income (Nursetiawan & Apriliyani, 2020). In addition, the implementation of the tourism development program will affect the existence of values that most fundamental to personal life, family, community, and even for the nation. Therefore, tourism development planning should be done very carefully, sincerely, and precisely, and responsive in anticipating the overall conditions that will occur in the future time (Amerta, 2017). Tourism activities could create welfare, but up to now, it was not clear yet which side enjoyed the benefits of tourism activities or how could be obtained benefits of tourism. From a broader perspective, tourism activities should contribute nationalism sense, such as the feeling of pride of their own culture. Based on the understanding of the importance of implementing CBT to achieve the sustainability and prosperity of local communities (Pramanik et al., 2019). The development of a tourism village can positively impact the village community itself, including the existence of new work areas for the community so that it can reduce the unemployment rate in the village. Besides that, a tourist village that carries the concept of ecotourism will make a village able to maintain the natural and cultural preservation of the village. Another thing is, a tourist village can make a village an independent village because it can provide alternative jobs that the local community can enter. So for that, here, the author is interested in researching the application of the concept of community-based tourism in the management of sustainable tourism attraction.

## 2. Literature Review

### 2.1 Tourist Attractions

According to (Undang - Undang No. 10, 2009) concerning Tourism, it explains that tourist attraction is anything that has uniqueness, beauty, and value in the form of a diversity of natural, cultural, and human-made wealth that is the target or purpose of tourist visits. (Sunaryo, 2013) divides tourist attractions into three types, namely natural tourist attractions, cultural tourism attractions, and unique interest tourist attractions.

The criteria for a tourist attraction to attract tourists to visit it must meet six conditions, namely:

- 1) "Something to see" means the tourist attraction must have a unique attraction that tourists can see.
- 2) "Something to do" means that must be provided a tourist attraction with several recreational facilities or amusements and a place or vehicle that tourists can use for activities.
- 3) "Something to buy" means that the tourist attraction must provide souvenir items such as handicrafts from the local community that tourists can buy as souvenirs.
- 4) "Something to arrive" means how tourists can reach a tourist attraction which includes accessibility, transportation, and estimated time of arrival at the location of the tourist attraction.
- 5) "Something to stay" means how tourists will stay during a visit to the tourist attraction.
- 6) "Something to learn" means that there is something new experience that tourists get when visiting, so that it adds to the knowledge of tourists.

### 2.2 Sustainable Tourism

In essence, sustainable tourism is related to a form of activity that ensures that natural, social and cultural resources are used for development. Tourism in this generation so that it can enjoy it for generations to come. "Tourism development is based on sustainability criteria which mean that development can be supported ecologically in the long term as well as being economically viable, ethically and socially just to society" (Sustainable Tourism Charter, 1995).

Sustainable tourism development is a development that can support ecologically and economically feasible, as well as ethically and socially just to society. That means that sustainable development is an integrated and organized effort to develop the quality of life by regulating the provision, development, utilization, and maintenance of resources sustainably.

### 2.3 Community-Based Tourism

In the (ASEAN Community Base Tourism Standard, 2016), Community Based Tourism (CBT) is a tourism activity, owned and operated by the community and managed or coordinated at the community level that contributes to the welfare of the community through supporting sustainable livelihoods and protecting socio-culture that is respected by traditions. And natural and cultural heritage resources. Based on these definitions, CBT must:

- 1) Engage and empower communities to ensure transparent ownership and management
- 2) Build partnerships with relevant stakeholders
- 3) Get a recognized reputation with the relevant authorities
- 4) Improve social welfare and maintenance of human dignity
- 5) Includes a fair and transparent benefit-sharing mechanism
- 6) Improve relations with local and regional economies
- 7) Respect local culture and traditions
- 8) Contribute to the conservation of natural resources
- 9) Improve the quality of the visitor experience by strengthening meaningful host and guest interactions
- 10) Work towards financial self-sufficiency.

These principles are integrated into and stated as performance criteria in the standard. According to Hudson and Timothy in (Sunaryo, 2013) state community-based tourism is community-based tourism with the certainty of benefits obtained by the community through mentoring planning efforts that defend local communities and other groups who have enthusiasm or interest in tourism with tourism management, which provides more significant opportunities for realizing the welfare of the local community. Community-based tourism is related to the active participation of the community as managers in existing tourism development.

Community participation in the management of a tourist village consists of two purposes: the decision-making mechanism and participation in receiving benefits from tourism village management. Therefore, there are three main principles in the community-based tourism development planning strategy by (Sunaryo, 2013), namely:

- 1) Involving the community in decision-making.



- 2) There is a certainty that local communities will receive benefits
- 3) Providing education about tourism to local communities

#### 2.4 Tourism Village Governance

A tourism village is an area within the village administration that can create a unique tourist attraction. The local wisdom of the community can create a combination of various tourist attractions and supporting facilities to attract tourist visits. It can be categorized into 3 (three) stages in managing a tourist village, namely piloting, developing, and being independent.

In developing tourism products, it is necessary to pay attention to the following matters:

- 1) Authenticity
- 2) Community Engagement
- 3) Local Community Traditions
- 4) The value of local wisdom
- 5) Conservation and Carrying Capacity

Tourism villages formed through 2 (two) approaches, namely through local community initiatives (bottom-. Up), namely formed by the awareness of local communities who want to play an active role in developing the potential of their tourism villages. Other are initiatives from the government or agencies (top-. down), which is formed through an assessment by the agency based on the potential and level of village readiness in terms of regional and local community readiness in developing tourism in the village.

#### 2.5 Definition of Tourism Village

One of the forms of ecotourism activity in certain areas that involve the local community is a tourist village. According to (Purmada et al., 2016) Tourism Village is a rural area that offers an overall atmosphere that reflects the authenticity of the village both from socio-economic life, socio-culture, customs, daily life, has a unique building architecture and village spatial structure, or unique and exciting economic activities also has the potential to develop various components of tourism, for example, attractions, accommodation, food and drink, souvenirs, and other tourism needs.

A tourist village is usually a rural area with several unique characteristics worthy of being a tourist destination. In this area, the inhabitants still have traditions and culture that are relatively pristine. In addition, several supporting factors such as typical food, agricultural systems, and social systems also color a tourist village area. Apart from these factors, natural resources and the natural environment that are still preserved are essential factors of a tourist village area.

Apart from this various uniqueness, the tourist village area must have various facilities to support it as a tourist destination. These various facilities will make it easier for visitors to tourist villages to carry out tourism activities. Facilities that should exist in a tourist village area include transportation, telecommunications, health, and accommodation. Especially for accommodation facilities, tourist villages can provide lodging facilities in the form of tourist lodges (Home Stay) so that visitors can feel the pristine rural atmosphere.

According to (Priasukmana & Mulyadin, 2001), the determination of a village to be used as a tourism village must meet the following requirements:

- 1) Accessibility is good, making it easy for tourists to visit using various types of transportation.
- 2) Having exciting objects in nature, cultural arts, legends, local food, etc., to be developed as tourist objects.
- 3) The community and village officials receive and provide high support for tourist villages and tourists who come to their villages.
- 4) Security in the village is guaranteed.
- 5) There is adequate accommodation, telecommunications, and labor.
- 6) Cool or cold climate.
- 7) Connect with other tourist objects that are well known by the wider community.

A tourism village is a rural area that can utilize based on elements that have integrated tourism product attributes. The village offers an overall atmosphere that reflects rural authenticity, both in terms of socio-cultural and economic life daily customs, which has typical architectural and village layout characteristics into a series of tourism activities. The definition of tourism, in general, is a trip that a person takes temporarily from one place to another by leaving the original place and with a plan or not the intention to earn a living in the place he is visiting, but solely to enjoy sightseeing activities or recreation to fulfill various desires. According to (Undang - Undang No. 90, 1990), tourism is a travel activity or part of these activities carried out voluntarily and temporarily to enjoy tourist objects and attractions, including the exploitation of tourist objects and attractions. Tourism as a trip from one place to another, temporary in nature, carried out individually or in groups, as an effort to find balance or harmony or happiness with the environment in the socio-cultural, natural, and scientific dimensions. Meanwhile, a tourist is a person who travels from his place of residence without staying where he is or only temporarily resides in the place he is visiting (Modestus Ziku, 2015).

### 3. Research Methodology

This research uses descriptive qualitative research methods. Descriptive research as a problem-solving procedure is investigating by describing the current state of the subject or object of research (a person, institution, society, etc.) based on facts that appear as they are, to make conclusions as a result of analysis of research problems (Sugiyono, 2018). Location this research was located in Penglipuran Village, Bangli District, Bali Province. The population of this study was all people of Penglipuran Village, and the samples were taken using purposive sampling. There are also criteria for taking information, namely people or actors who know and expert the problem and are directly involved with the research problem, namely 1) Operational Coordinator, 2) Tourist Site Manager and 3) Penglipuran Tourism Village Community. In conducting this research, the writer collected data utilizing interviews, observation, and documentation. Researchers observed firsthand how applied the application of Community Based Tourism and whether this affected sustainable tourism later.

In testing the validity of the data, the author uses the source triangulation technique, where the technique uses more than one source to get data that is more valid and well analyzed. The data analysis technique is through the data collection stage, the data reduction stage, the data presentation stage, and the conclusion and verification stages (Moleong, 2018).



#### 4. Research Results and Discussions

From the entire research process conducted by researchers entitled Implementation of Community Based Tourism Concepts in Management of Sustainable Tourism Attractions and interviews with field coordinators, we can conclude to answer the problem formulation of this research. By implementing the concept of community-based tourism, it is proven to be able to increase sustainable tourism. In the future, Penglipuran Village is because conceptually, the principle of community-based tourism development is to place the community as the main actor of development through empowerment in various tourism activities so that the maximum benefits of tourism are felt directly by the community.

In Penglipuran Village, local people generally do not have sufficient information, resources, and strength to make decisions in tourism development. For this reason, unique and professional parties are needed who can overcome the limitations of local communities to strengthen local organizations continue to develop tourist destinations better. Several examples in the field show that can do the development of tourist destinations through good agreement and cooperation with academics. In this case, academics can assist the process of community assistance in the agricultural sector, creative economy, or others. Another example that we often encounter is involving local and provincial governments to design or design regional development.

On the other hand, communication and coordination between stakeholders should not be overlooked. Local organizations in tourist destinations must build good cooperation and communication with government agencies in their regions. With a good relationship, it is hoped to accelerate short and long-term programs in tourist destinations. The form of the concept of Community-Based Tourism or community-based tourism is the development of Penglipuran Village, where the village community is involved in recognizing and developing their potential, both in the form of natural, cultural, and human resources. One concrete example of the successful implementation of community-based tourism development is the Penglipuran Tourism Village, located in Kubu Village in Bangli District, Dati II Bangli Regency, which received an award which is the Tourism Village for Sustainable Destination 100 tk International.

The form of community participation in Penglipuran Village can also be seen in the provision of homestay accommodation. Following the definition, homestay is a type of simple lodging accommodation that temporarily utilizes local people's residences to be used or rented by tourists. With a homestay in Penglipuran village, homeowners can directly experience the economic benefits of visiting tourists.

#### 5. Conclusions

The entire research process was carried out by researchers entitled Implementation Concept of Community Based Tourism in Management of Sustainable Tourism Attraction. Conclusions are drawn to answer the formulation of problems regarding community participation in the Penglipuran Village area. They can draw the following conclusions to improve the position and role of the community as an essential subject or actor in tourism development and be able to synergize and partner with relevant stakeholders in improving the quality of tourism development in the region, building and fostering positive attitudes and support from the community as hosts through the realization of values for growth and the development of tourism in the Penglipuran area.

They are empowering the community to be able to play a role as direct actors to increase readiness and awareness in responding to tourism potential or tourist attraction locations in their area so that they can act as good hosts for visiting tourists and have an awareness of opportunities and readiness to seize the benefits. It can be developed from tourism activities to improve the economic welfare of the community.

The function of Penglipuran Village as tourism is as a direct forum for the community to be aware of the potential for tourism and the creation of a regional environment in Penglipuran tourist destinations and as an element of partnership for both the provincial and local (regency/city) governments to realize and develop tourism in the regions. Build and foster positive attitudes and support from the community as the host through the embodiment of values for the growth and development of tourism in the Penglipuran area and its benefits for regional development and community welfare and to introduce, conserve and take advantage of the potential tourist attractions that exist in each region. Providing opportunities and access for local communities to develop tourism support businesses such as; handicraft shops, souvenir shops, food stalls, and others to get more economic benefits

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