



## Community Empowerment in Developing Village Potentials in Ecotourism Activities in Abiansemal Badung Bali

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### ABSTRACT

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American writer wrote a book, dubbing the island of Bali "The Last Paradise". Bali does not have natural resources, but when the Dutch ruled Bali, this culture was exploited for profit. During the era of independence and the New Order's development, it was planned to develop Bali as a tourism destination. The research aim is to know the Community Empowerment in Developing Village Potentials in Ecotourism Activities in Abiansemal Badung Bali. This research is descriptive with qualitative explanations. Descriptive research is research that seeks to express a problem and circumstances as they are, for that researchers are limited to only disclosing facts and not using hypotheses. The result shows that planning by exploring the area's potential to be developed into ecotourism based on the nature, culture and local wisdom of the indigenous people of Abiansemal-Bali. Thus natural tourism in the village is responsible for taking into account the elements of education, understanding and support for natural resource conservation efforts, as well as increasing the income of local communities.

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### 1. INTRODUCTION

American writer wrote a book, dubbing the island of Bali "The Last Paradise". Bali does not have natural resources, but when the Dutch ruled Bali, this culture was exploited for profit. During the era of independence and the New Order's development, it was planned to develop Bali as a tourism destination. Then Nusa Dua developed as mass tourism, and Kuta from ecotourism developed into mass tourism so that tourism capitalism drives the tourism business sector in Kuta. North Badung is now being developed into an ecotourism and/or tourism village.

The development and growth of natural tourism (ecotourism) has two primary goals: increasing the income of local residents and preserving the surrounding natural environment. It is difficult to combine the two activities (Choi and Sirakaya 2006). The most important aspect

of these activities is community participation. In this instance, the community in question is the local community. For the natural tourism development program to be sustainable, the participation of the local community is essential. As stated by Okazaki (2008), to implement sustainable tourism, community participation in the tourism planning process must be supported.

Ecotourism is responsible tourism that conserves natural areas and improves the well-being of locals. Based on the principles of sustainability, ecotourism focuses primarily on nature experience and education, ethical management, non-consumptive behavior, local orientation, and contribution to the conservation of the area (Ashok et al. 2017). Numerous ecotourism destinations attest to the environmental, socioeconomic, and cultural effects of ecotourism. Eco-tourism is a form of tourism activities to natural areas to conserve the

environment and culture and the welfare of the local community. However, eco-tourism can also degrade natural resources that are used as the main attraction if it is not managed appropriately using responsible preservation principles (Tsauro, Lin, and Lin 2006).

National development is an effort that is continuously and sustainably pursued at both the national and regional levels, with the primary goal of achieving prosperity for the entire community. National development necessitates the collaboration of four interdependent elements: a) natural resources, b) capital or investment resources, c) human resources, and d) technology and expertise. Regional development in the context of rising regional autonomy is a manifestation of national development at the local level. One important element of regional development is participatory local economic development. The utilization of local resources encompasses physical, human, and institutional assets. Local economic development is based on local capacity and the utilization of internal factors to develop the local economy (Mafruhah et al. 2018).

North Badung, especially Abiansemal Village, is a village in the Abiansemal District, Badung Regency, Bali Province. Abiansemal Village is one of the villages in the Abiansemal sub-district, which is located 1.5 Kilometers from the District Capital, and 10 Kilometers from the Regency City. At present the Abiansemal Village is led by Mr. Perbekel Ida Bagus Bhisma Wiratma S.H.

The boundaries of the Abiansemal Village area are to the north by the Setra/Kembengan Cemetery, to the south by the Tukad /Campuhan Gerih River, to the west by the Tukad /Bangiang River, and to the east by the Tukad/Ayung River.

Abiansemal village consists of 8 hamlets: Juwet, Pande, Keraman, Gunung, Aseman, Latusari, Dirgahayu, and Purwakerta. The area of Abiansemal area: 4.089 km<sup>2</sup> consisting of Paddy fields: 1.4312 km<sup>2</sup>, Roads: 0.2044 km<sup>2</sup>, Moorland: 0.6134 km<sup>2</sup>, Housing: 1.6356 km<sup>2</sup>, and places of worship: 0, 2044 km<sup>2</sup> Abiansemal Village is a rural village and is still developing so that the conditions of a village greatly influence the community's livelihood.

Community livelihoods can be distinguished as follows: 1. Farmers: 1,673 people 2. Construction workers: 200 people 3. Services: 75 people 4. Entrepreneurs/traders: 150 people 5. Civil servants: 87 people 6. A B R I: 25 people 7. Private: 875 people 8. Retired: 60 people.

The natural potential of Abiansemal Village as a natural tourism area is increasingly in demand by connoisseurs of jogging and cyclists because this area has the potential to be a very strategic area to be developed. The strategic location is directly adjacent to two neighbouring villages, causing the area to become increasingly crowded. The track for jogging is quite long, passing rivers, rice fields and unspoiled villages.

Regarding this natural tourism destination, the headman of Abiansemal, Ida Bagus Bisma Wiratma, S.H., said that his party fully supports new tourist objects or areas, both water tourism and religious and natural rural tourism. This will be a special attraction for tourists, and the community will be directly involved as actors in culture-based tourism. It will be a positive value for the village later," Butcher (2007) stated that ecotourism is a form of travel to an area that pristine areas that aim to understand the culture and natural history of their environment, maintain ecosystem integrity while creating economic opportunities to make conservation and natural resources profitable for local communities.

Based on the situation analysis described previously, it is necessary to have assistance and participation from tertiary institutions to develop the potential of villages in Abiansemal. There needs to be the provision of knowledge given to the local community to activate community groups related to the development of natural tourism. Such as setting up a jogging track, training related to tourism awareness groups, and subak organizations as having an area in tourism development in Abian Semal Village. The aims research are increasing community participation in the development of nature tourism in Abiansemal village; Increasing the existence of Subak tourism groups (POKDARWIS) in the natural tourism area in Abiansemal; Motivating tour group cadres and subak members in developing nature tourism in Abiansemal village. Activity benefits are there is good cooperation between community members and the apparatus in the village with the activity implementing team, in this case, the Law Doctoral Program at the University of Warwadewa, the community is very interested in and appreciates this activity, high motivation from tour group cadre and subak members as participants in this community service. The research aim is to know the Community Empowerment in Developing Village Potentials

in Ecotourism Activities in Abiansemal Badung Bali.

## 2. METHOD

This research is descriptive with qualitative explanations. Descriptive research is research that seeks to express a problem and circumstances as they are, for that researchers are limited to only disclosing facts and not using hypotheses. Descriptive research aims to accurately describe individual traits and social conditions that arise in society to be used as research objects (Moleong 2006).

Tourism and ecotourism law education for the Abiansemal village headman and village officials, as well as nature, culture, and subak-based ecotourism managers in ecotourism development at the official village and/or customary village levels.

Community participation in the FGD, namely the Abiansemal village headman, Abiansemal village headman staff, tourism village managers, Abiansemal indigenous people, and stakeholders. In the FGD, it was necessary to optimally and massively systematically develop the potential of Abiansemal village for the welfare of indigenous peoples.

Assistance to tourism village managers and Abiansemal village headmen in planning, utilization, and control according to the instructions of the Minister of Home Affairs Number 33 of 2009 regarding guidelines for ecotourism development in the Regions.

Evaluation of the implementation of community service activities in Abiansemal Village to ensure legal certainty after being given legal counselling, training, and assistance, and implementing legal practices in the field (behaviour change, understanding of state law, customary (local) law 75%.

Partner participation: Prajuru Adat Village's role as a "tourist village manager" provides examples of cases that have arisen in other traditional villages but have not yet been accommodated with clear local legal norms, necessitating jurisprudence to accommodate in the form of awig-awig and or pararem.

## 3. RESULTS AND DISCUSSION

### Ecotourism and Cultural Tourism in the Dynamics of the Abiansemal-Badung Indigenous People

Traditional villages in Bali have an important role in the development of ecotourism. Its cultural, natural and cultural potential. In this context, it is closely related to tourism law to dismantle ecotourism in Bali, namely legal deconstruction and legal theory of cultural significance in practice in traditional villages (Astara 2022). The concept of community-based ecotourism became a concept that developed in the 1980s, where the terminology of this concept put more emphasis on involving the existing community in planning, implementing, and managing ecotourism businesses and all the benefits obtained. It is necessary to make an ecotourism governance model with a prospective approach as a reaction to tourism growing into global tourism. Global tourism is very strongly dominated by an "advocacy platform", which tends to exalt tourism as an agent providing economic benefits and is less critical of the negative impacts that accompany it (Ketut 2022).

Community development is needed by empowering local communities to become more familiar with and understand the problems in their area and find appropriate solutions to overcome them (Phillips, 2009). By empowering the local community, good participation will be realized between the local community and the tourism industry in the area, and by involving the community in decision-making, it is hoped that a better form of cooperation will be realized between the local community and the tourism industry. Abiansemal village has the potential to be developed based on the explanation from the Abiansemal workshop.



Picture 1. The servant provides counselling on ecotourism law and tourism law regarding the potential of the village being developed.

The concept of sustainable tourism in Bali, for Abiansemal village, can be integrated with village potential, considering that Bali is

developing Cultural Tourism. The development pattern is sustainable tourism, nature tourism, cultural tourism, and religious tourism (Astara 2022). When this tourism is implemented in traditional villages, it can be in contact with local law, which can be covered by the *awig-awig* of traditional villages and/or *Pararem*.

Furthermore, as a tourist village is an integrated system with local wisdom, there needs to be integration between traditional villages, official villages, and the social structure of Balinese society. About the above, in the Regional Regulation of the Province of Bali Number 5 of 2020, regarding the standards for implementing Balinese Cultural Tourism, that Balinese Cultural tourism is a series of tourism activities based on local wisdom, which includes products, services, and management (Article 1, number 14). In reality, in Abiansemal Village, there are still legal and technical management issues which are the questions of the local community. First, regarding the management of tourist villages, second, laws related to management and tourists, of which an average of around 90 people come to Abiansemal are given subak knowledge, cultural issues related to Hindu rituals, and agricultural life activities.

Related to the problems mentioned above, the governor of Bali has legally ordered in article 31 paragraphs (1, 2, 3, 4, and 5). However, the Postgraduate Tourism Law Doctoral Program provides legal assistance to the local community/Abiansemal customary village at Warmadewa University to assist with legal counselling. Abiansemal village headman and *Bendesa Adat* need to identify the potential of traditional villages, with planning, utilization and control of ecotourism as ordered by the Minister of Home Affairs Regulation Number 33 of 2009, concerning Guidelines for ecotourism development, in Article 4, paragraph (1). Planning, utilization and control of ecotourism, as referred to in paragraph (1), is carried out in an integrated manner by ecotourism actors. Ecotourism planning is outlined in the RPJPD, RPJMD, and RKPD. Ecotourism planning, as referred to in paragraph (1), is part of Regional Tourism planning (Article 5, paragraphs (1 and 2)).

### **Empowerment of the Abiansemal Community and Legal Deconstruction of Tourism and/or Ecotourism Villages in Badung Regency**

Bali Provincial Regulation Number 5 of 2020 concerning Bali tourism implementation standards, Article 8, Tourism villages:

Paragraph (1) traditional villages/traditional institutions/community groups have the right to develop rural tourism by local potential and by legislation; paragraph (2) tourism villages are established by decree of the Regent/Mayor of the city; (3) the manager of a tourist village is obliged to prioritize investment and local resources; paragraph (4) further provisions regarding tourist villages are regulated in a Governor Regulation. However, Abiansemal Dauh Yeh Cani Village is regulated in Badung Regent Regulation Number: 22 of 2021, concerning changes to Regent Regulation Number 47 of 2010 regarding the determination of tourist village areas in Badung Regency.

Regulation of the Minister of Home Affairs Number 33 of 2009, concerning Guidelines for the development of ecotourism, in article 8, the utilization of ecotourism, includes a) management of ecotourism areas; b) maintenance of ecotourism areas; c) securing ecotourism areas; d) exploring the potential of new ecotourism areas. Article 9 paragraph (1) ecotourism utilization, as referred to in Article 8, can be carried out by a) individuals and/or legal entities; or b) Regional government. For community empowerment, it is stated in article 20, paragraph (1) that ecotourism development must empower local communities; paragraph (2) states community empowerment, as referred to in paragraph (1), starts from ecotourism planning, utilization and control. Furthermore, that ecotourism and/or tourism villages need guidance and reporting in Article 22, paragraph (1) Regent/Mayor conducts guidance on the implementation of ecotourism development in City Regencies; paragraph (2) development as referred to in paragraph (1) includes:

- a) guidance, supervision and consultation;
- b) Education and training;
- c) Monitoring;
- d) Evaluation;

Paragraph (3) The Regent/Mayor reports the development results to the Governor, as referred to in paragraph (2).

The above provides a format for ecotourism development. The unearthed potential can be sold to tourists. The initial idea should be to manage and develop trekking tours as tourist trips. First, unearthed ecological reasons. Furthermore, the implementation of socialization to convey a general understanding

of ecotourism, the importance of ecotourism, the role of the community in planning and developing ecotourism and establishing networking with educational institutions and NGOs. Socialization aims to agree that the community, and firstly, an important objective is the preservation of the culture of the village environment; Second, to improve people's welfare by developing the tourism sector, which has a negative risk to a minimum.

#### 4. CONCLUSION

Planning by exploring the area's potential to be developed into ecotourism based on the nature, culture and local wisdom of the indigenous people of Abiansemal-Bali. Thus natural tourism in the village is responsible for taking into account the elements of education, understanding and support for natural resource conservation efforts, as well as increasing the income of local communities.

For this reason, ecotourism development in Abiansemal with a clear concept of the bottom line, starting from the planning, utilization and control of ecotourism.

There needs to be cooperation at the local level, official villages with traditional villages, managers, and stakeholders to provide guarantees of legal certainty so that there is a joint commitment to advancing the village for the benefit of the local community.

#### SUGGESTION

- 1) First, build a commitment to traditional and official villages, whether the management system is given to traditional villages/institutions/community groups to develop rural tourism according to local potential. To guarantee legal certainty.
- 2) Second, a tourism and/or ecotourism village manager is obliged to prioritize investment and local resources.
- 3) Third, involve the Village Kertha Institute in the Abiasmamal ancestral village in resolving ecotourism disputes when there are disputes/legal issues for a peace settlement.

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