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## **The Model of Tourism Village Development in the District of Tabanan**

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### **Abstract**

The growth in the tourism sector in Bali has certainly delivered positive advantages to particularly the enhancement of community prosperity. In encouraging the prevalence of opportunity take to make efforts to enhance the community welfare and empowerment, tourism villages can be one of the useful facilities to help increase the community economy. The proposition explored in this study is that in Tabanan there are still tourism villages which could not develop optimally. Therefore, this study is designed to examine the factors that hinder the optimal development of the village in question. Moving on from the obstacles that have been found, a solution is raised to help overcome the delay in development. The solution is to introduce and implement a model for developing tourism villages in Tabanan. This study makes use of empirical legal research with two types of data: primary and secondary data. The study sample is determined by applying a non-probability/non-random sampling technique. The model of tourism village development in Tabanan is based on empowerment of local communities (community-based tourism). This model of tourism village development is inseparable from religious values, the living culture in the community, and the preservation and quality of the environment. By the application of this model, sustainable tourism development is expected to be realized.

**Keywords:** Development Model; Tourism; Tourism Village

### **I. INTRODUCTION**

Bali is one of the regions well-known as one of the best tourism destinations in Indonesia. Hence, the tourism industry is one of the main sectors of Bali's potential economic resources. It is one of the fastest growing industries in Bali. The tourism includes various kinds of tourism activities which are supported by various facilities and services provided by the community, entrepreneurs, government, and local government. These institutions have their respective roles in developing tourism in Bali. Based on Act Number 10 of 2009 concerning Tourism, it is that the aim of tourism development is to encourage equal opportunities and benefits for business and to be able to face the challenges of changing local, national and global life. By the development of tourism development, it is expected that it can a positive impact especially in the economic sector so that people's welfare increases optimally.

Bali that is well-known for its natural beauty and culture has many tourist destinations that are constantly visited by tourists. The development of the tourism industry in Bali is inseparable from the influence of tourist visits. The arrival of tourists to Bali every month and every year is increasing. The total number of tourist visits in 2012 was 2,892,019 and in 2016 surged to 4,927,937. This number indicates a very significant increase.

This increase in the number of tourist visits certainly has a huge influence on the tourism industry in Bali. A number of efforts have been made to reduce the negative impacts of tourism, including the empowerment of local community on tourism development. Empowerment of the community will become a main key for tourism development because with the empowerment and the involvement of the community in tourism development, the community where the tourism is developed will participate in

preserving their culture and nature so that at the end the sustainable tourism development will be reached and maintained (Sutawa, 2012). Bali has many tourist destinations spread across 8 districts and a municipality, namely Denpasar. One district that has a famous tourist destination in Bali is Tabanan. One of the most famous tourist destinations and cultural heritage set by UNESCO is Jatiluwih. Jatiluwih is one of the tourism villages that offer natural beauty by presenting a stretch of rice fields with beautiful terraces. This uniqueness has caused Jatiluwih to be decided as a world cultural heritage. As a result, protection of these tourist sites must be done so that the development and utilization of natural resources does not change or affect the area concerned (Ridwan & Sodik, 2016).

**Table 1**  
Number of Tourist Visits to Bali in 2012-2016

	2012	2013	2014	2015	2016
Total	2.892.019	3.278.598	3.768.362	4.001.751	4.927.937

Source: *Dinas Pariwisata Kota Denpasar, 2016, Data Pariwisata Kota Denpasar 2016, Dinas Pariwisata Kota Denpasar, Denpasar Bali, p. 15.*

Besides Jatiluwih, there are two other villages whose development has also taken place maximally or optimally, namely the tourism village of Pinge (Marga Sub-District) and the tourism village of Nyambu (Kediri District). Tabanan District has 22 tourism villages that have been enacted by the Regent's Decree, Law and Human Rights. Tabanan District has a very adequate potential, especially in the tourism sector. Hence, with its potential - especially the beautiful nature and with its determination to be one of the tourism villages and with status of the Jatiluwih as a world cultural heritage, the development of tourism in Tabanan should have increased. Unfortunately, the problem then is that only three villages have developed efficiently or optimally, while other tourism villages need to explore their potential to develop optimally. The object to be examined in this study is the tourism village that has developed and the one that has not developed optimally in Tabanan District.

The principle of development of rural tourism is one of the alternative tourism products that can provide the impetus for sustainable rural development as well as for the principles of management, among others, are as follows (Mujanah, Ratnawati, & Andayani, 2015):

- 1) Taking advantage of the local community facilities and infrastructure,
- 2) Taking the benefit of local communities,
- 3) Taking the small scale to facilitate reciprocal relations with the local community,
- 4) Involving the local communities,
- 5) Applying the development of rural tourism products, and some of the underlying criteria

There are many researchers who discuss about the development of tourism. Hidayatullah on her research found that the model of the development of tourist village in the independent villages can be done through three stages. 1) early stage, to improve of community awareness and identification of resources; 2) process stage, to build a management of tourism village (to create pokdarwis, the Tourism Awareness Group Guidelines, institution with government assistance); and 3) development stage, to increase the capacity through Pokdarwis empowerment and information technology utilization (Hidayatullah, Rachmawati, Khourouh, & Windhyastiti, 2018). Aref and Redzuan discuss about the relevance of the process of community participation for the tourism development, but they concern to identify the barriers to community participation in the tourism development (Aref & Redzuan, 2008). From a geographical point of view, research on the development of tourist areas was also carried out in China by Hong Xu. He found that building beautiful fenced areas and collecting entrance fees were the major forms of tourism development for the ancient Chinese villages, and this could have consequences for local communities, therefore he tried to overcome the problem with the concept of borders from political geography (Xu, Huang, & Zhang, 2018). Ecologically, Li's research explores what makes the village development better in traditional Chinese agricultural areas based on long-term observations and comparisons of ordinary villages. The main findings show that rural elites are important actors in developing relatively successful village transformations. The success of these villages is based on the integration and coordination of internal and external driving forces, participation, negotiation and

cooperation between the key actors and the establishment and development of rural networks with these key actors (Li, Fan, & Liu, 2019).

This research emphasizes the development model of tourism villages in Tabanan district which is carried out after analyzing the potential and characteristics of each tourism village, examines the factors that impeded the optimal village is concerned, the solution raised helps overcome delays in development. Hence, later the appropriate model of tourism village development can be designed so that it can be applied optimally.

## **II. METHODS**

Therefore, this study is designed to examine the factors that hinder the optimal development of the village in Tabanan District. Moving on from the obstacles that have been found, a solution is raised to help overcome the delay in the development of the tourism. The solution is to introduce and implement a model for developing tourism villages. This study makes use of empirical legal research with two types of data: primary and secondary data. The study sample is determined by applying a non-probability/non-random sampling technique. The model of tourism village development offered to help solve problems in the development of tourism villages in Tabanan is the empowerment toward local communities, and thus it is called community-based tourism.

## **III. DISCUSSION**

### ***The Regulation of Tourism Villages in Tabanan District***

Tourism is one of the fastest growing industries in Bali. The development of tourism in Bali not only provides benefits to tourism entrepreneurs but also has a positive impact on the community as one of the elements that plays a role in tourism development. The Regulation of the Ministry of Culture and Tourism Number PM.26/UM.001/Mkp/2010 concerning General Guidelines for the Independent Tourism National Program for Community Empowerment (PNPM) through Tourism Village determines that Tourism Village is a form of integration between attractions, accommodations, and supporting facilities presented in the structure of community life that is integrated with applicable procedures and traditions. In the guideline for developing tourism villages, of the Ministry of Tourism and Creative Economy, it is stated that what is involved in tourism villages is a region with a certain area and the potential of unique tourist attraction and community that is able to create a combination of various tourist attractions and supporting facilities to attract tourist visits. From these two definitions, several elements contained in tourism villages are obtained, namely attractions, accommodations, supporting facilities, tourist attractions and the role of the local community.

Bali, one of the regions famous for its tourist developments that already have many tourism villages developing, also still does not have Provincial Regulations or District Regulations governing Tourism Villages. Agung Parwa, the Head of the Division of Development of Cultural Tourism Attractions at the Bali Province Tourism Office, stated that until now there had been no good rules on the Law on Tourism Villages or the Regional Regulation of Bali Province concerning Tourism Villages. The guideline used to date is the Tourism Village Development Guidelines published by the Directorate of Tourism Destination Community Empowerment, Directorate General of Tourism Destination Development, Ministry of Tourism and Creative Economy.

In addition to these guidelines Agung Parwa added that the legal basis used was Law Number 10 of 2009 concerning Tourism, Bali Province Regional Regulation Number 16 of 2009 concerning Bali Province Regional Spatial Planning and Bali Province Regional Regulation Number 2 of 2012 concerning Bali Cultural Tourism. The legislation above is used as a guideline in the development of tourism villages, but substantially the regulation does not involve clear and detailed rules governing tourism villages.

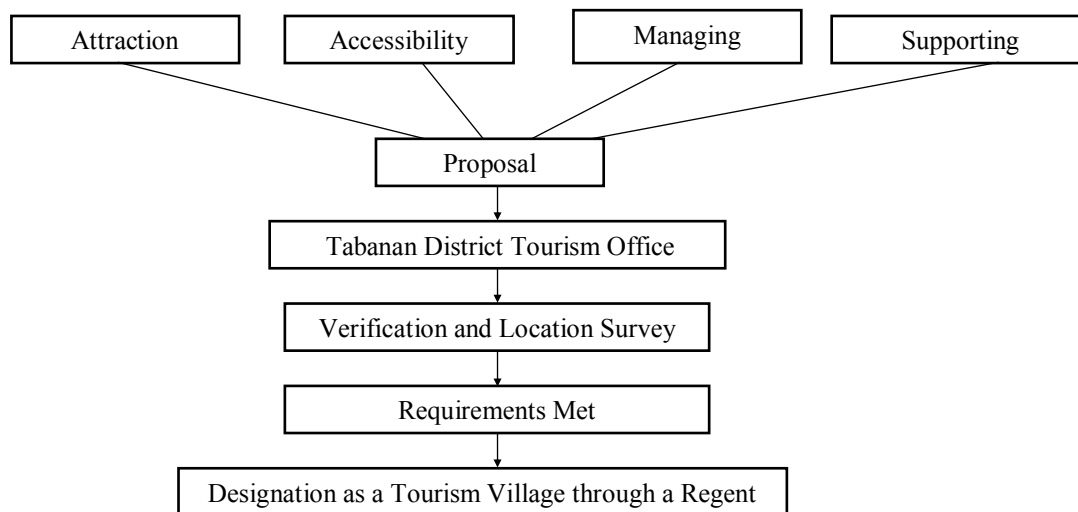
Tabanan District which has many tourist destinations and has 22 tourism villages, to date, also does not have a District Regulation regarding tourism villages. Ketut Muliarta, the Head of Division of Tabanan Tourism Authority Office, stated that this is what also causes difficulties to develop tourism villages, due to the absence of rules governing this. As a result, technically the Tabanan District Tourism Office made its own rules governing tourism villages as a condition of to appointed as a Tourism

Village. The Regulation of Tabanan District Regional on Tourism Village is being compiled and is still in the form of a Regional Regulation Draft. In the Draft, it is noticed that tourism villages are formed as an effort to preserve nature and culture as a gift of God Almighty and as an effort to advance public welfare for the community through developing village tourism potentials. In addition, this tourism village is also formed to improve the welfare of the local community and residents of Tabanan because there is a tourism potential that is owned by the village that can be managed properly. The legal rules regarding this Tourism Village are very much needed to provide legal certainty to the Regional Government of Tabanan District in managing and defining the tourism village areas.

### ***The Role of the Tabanan Government on the Development of Tourism Villages in Tabanan District***

The development of tourism in Bali Province is of course inseparable from the involvement and contribution of the community, entrepreneurs, government, and local government. Not only the community and tourism entrepreneurs that have a crucial role, the regional government of course also has the central role in the form of contribution related to the development in the field of tourism, especially in terms of conducting supervision and guidance related to tourism. Tabanan District has 22 tourism villages, which were appointed by the Regent's Decree. Determination as a tourism village is inseparable from the role of local government, especially the Tabanan District Tourism Office. The Tabanan District Tourism Office has a Tourism Village Potential Development Monitoring Team. This team reports the determination of a tourist village. Until now, there is no legal regulation that governs tourism villages, so the Tabanan District Tourism Office does not yet have a standard guideline regarding tourism villages in the form of laws and regulations. As a consequence, the Tabanan District Tourism Office stipulates the conditions for a village to be categorized as a tourism village.

I Ketut Muliarta, SST. Par., Head of the Office of Tourism Attractions of the Tabanan District Tourism Office, stated that in order to become a tourist village, the community must submit a proposal in advance to the Tourism Office. The conditions specified by the Tabanan District Tourism Office regarding the requirements for submitting this tourism village are attraction, accessibility, institutions that manage, supporting facilities, submission of proposals to the Tourism Office of Tabanan District. The attraction possessed by a tourism village both natural, cultural, and artificial attraction has an influence on increasing tourist visits to the tourist village. Thus, the attractiveness or potential possessed by a village becomes an important assessment and determination: whether or not a village can be designated as a tourism village. Accessibility and supporting facilities also influence the development of a tourist village. Another very important element besides attractiveness is the managing institutional elements. These institutions tourism conscious groups are one of the important components that play significant a role in tourism development in their villages.



**Figure 1**

Flow of Process for Proposing a Village to become Tourism Village

All components or elements depicted in Figure 1 are filed in the form of proposals to be submitted to the Tabanan District Tourism Office. After the proposal is submitted, the Tourism Village Potential Development Monitoring Team will verify the data in the proposal. The Development Tourism Potential Team of this Tourism Village will later take to the field to ensure and identify whether these requirements have been fulfilled. Thus, if these conditions have been met, the proposed village can be designated as a Tourism Village through a Regent Decree. Tourism villages of course must be optimally developed in order to become an attractive tourist destination to visit. The Tabanan District Tourism Office has a central role because the District has more knowledge capacity about the potential of tourism villages in the area.

The Tabanan District Tourism Office not only plays a role in the formation of a tourism village but also plays a role in matters relating to supervision and fostering tourism villages. Guidance, generally, is carried out on *Kelompok Sadar Wisata*, abbreviated *Pokdarwis* - the driving group of tourism as an informal institutional form formed by the community members (especially those who have a concern in developing tourism in their area). Based on the Tourism Awareness Group Guidelines, it can be seen that the *Pokdarwis* is an institution at the community level whose members consist of tourism actors who have care and responsibility and play a role in supporting the creation of a conducive climate for tourism growth and development and for the realization of *Sapta Pesona* in increasing development the area through tourism whose benefits are for the welfare of the surrounding community. This *Pokdarwis* is a self-help and self-initiative group, which in its social activities seeks to: improve tourism understanding, increase the role and participation of the community in tourism development, increase the value of tourism benefits for the community/*Pokdarwis* members, and make tourism development successful. Therefore, to optimize the development of a Tourism Village, the Tabanan District Tourism Office routinely guides the *Pokdarwis* as a tourism driver.

### ***The Model of Tourism Village Development in Tabanan District***

Tabanan District has the excellent potentials, especially in the tourism sector. Therefore, with its special potential of beautiful nature and with its establishment as one of *Jatiluwih's* tourism villages as a world cultural heritage, the development of tourism in Tabanan District should have increased. However, the problem then is that not all tourism villages in Tabanan District develop optimally. Hence, to find out the reason for the existence of tourism villages that have developed optimally and those that have not, a comparison between the development in developing tourism villages such as *Jatiluwih Tourism Village* and *Pinge Tourism Village* has not developed optimally namely *Tourism Village Mangesta* is carried out.

The Secretary of *Jatiluwih Village*, *I Wayan Tama*, stated that apart from the attraction, accessibility and supporting facilities, which made *Jatiluwih Village* develop optimally, it was the institution managing the village community itself. The *Jatiluwih Village Community* has a great commitment to develop *Jatiluwih Tourism village* so that they also get results from the development of this *Tourism Village*. He added that the results of this tourism were not only enjoyed by the Regional Government but were also enjoyed by the people of *Jatiluwih Village*. *Dinas Village*, *Jatiluwih Customary Village* and *Gunung Sari*, *Subak* and *Subak Abian* and the surrounding communities also savoured the results of the development of this tourist village.

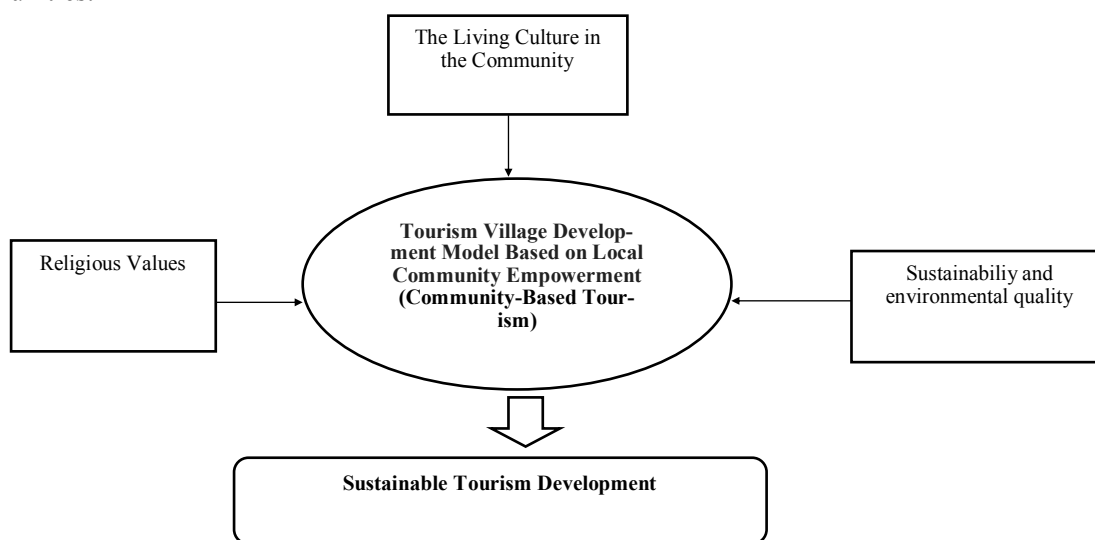
In addition to *Jatiluwih Tourism Village*, *Pinge Tourism Village* is also one of the well-developed tourism villages. This tourism village offers cultural attractions, culinary as well as providing homestays with distinctive Balinese cultural architecture. The distinctiveness of the culture of the people who inhabit the area is the thing that underlies the creation of tourism activities in the village (Syafii & Suwandono, 2015). The distinctive features of architecture and cultural attractions offered by *Pinge Tourism Village* make it well developed. The community also plays an active role in providing homestays for tourists visiting the *Tourism Village*.

Developing a tourism village is not an easy affair. Some tourism villages, such as the *Mangesta* tourism village have the potential that can be developed but in its development, there are inhibiting factors that cause the development of this tourism village to develop optimally. Factors from the community itself can be a limiting factor in developing tourism villages in *Mangesta Village*. Society in *Mangesta Village* still feel reluctant to develop tourism villages in their villages. The Tabanan District

Tourism Office has conducted socialization and monitoring of the village, but the village head stated that the community still felt reluctant. Thus, the intention to advance the tourism village both in terms of developing attractiveness, facilities and supporting facilities cannot be carried out properly.

Legal rules regarding tourism villages are very much needed to provide legal certainty to the Regional Government of Tabanan District in managing and establishing tourism village areas. The legal rules are required to regulate the matters relating to the development and management of tourism villages. Then, of course the rule of law governing the rights and obligations of the government in conducting supervision and guidance for a tourism village is demanded. With the comparison between optimally developing tourism villages and tourism villages that have not developed optimally, input to the government regarding matters that can be regulated in the Draft Regional Regulation of Tabanan District regarding Tourism Village is expected to be disseminated. Based on the comparison between the three villages above, a model for the development of tourism villages in Tabanan, which refers to the optimally developed tourism villages and to tourism villages that have not developed optimally is designed.

The model of developing tourism villages in Tabanan District can be said to lead to a model of tourism development based on empowering local communities (community-based tourism). With this model of empowerment of local communities, the society has the active and very important role. This can be seen from the strong commitment from the community both in Jatiluwih tourism village and Pinge tourism village to develop the village optimally. In the guideline for developing tourism villages, it is shown that the community occupies a position as a party that participates in both the subject and object. This means that the community becomes a direct actor of tourism activities who have hereditary experiences in managing natural resources, culture and economic activities so that they have a strong commitment to manage tourism sustainably because it concerns the interests of the lives of local communities.



**Figure 2**

Tourism Village Development Model Based on Local Community Empowerment (Community-Based Tourism)

Figure 2 illustrates that the model of tourism village development in Tabanan District is based on empowering local communities (community based tourism). This is in accordance with the objective of the establishment of Law Number 10 of 2009, which is to improve the prosperity and welfare of the people. This model of tourism village development is inseparable from religious values, the culture that lives in the community, and sustainability and environmental quality. The goal of tourism development through community empowerment can be realized if the development is not only addressed to economic development but also to social and cultural development (Andriyani, Martono, & Muhammad, 2017). Thus, through the implementation of this development model, the development of sustainable tourism is expected to be realized.

Community-based tourism is a concept of tourism management by prioritizing the community participation aimed at providing a welfare while maintaining environmental quality and protecting social and cultural life (Purmada, Wilopo, & Hakim, 2016). The model of tourism development based on empowering local communities (community based tourism) of course can provide an opportunity for the community to play a role in the development of a tourism village so that their welfare can grow and increase constantly. As an approach, the formulated model must represent the community participation in every aspect and of course it must be guaranteed that the village tourism development program runs according to the needs of the community (Dewi, Fandeli, & Baiquni, 2013). However, the thing that must be underlined in this development model is that the community must have a commitment and try to develop the tourism village in terms of providing attractions to attract tourists, facilities, accessibility, and promotions which can later increase the number of tourist visits to the tourist village.

#### **IV. CONCLUSION**

The absence of legislation relating to Tourism Village in the form of Laws and Regional Regulations of Bali Province and Tabanan District Regional Regulation is the cause for the lack of guarantee of legal certainty related to the management, development, and establishment of tourism village areas. The Tabanan District Government, especially the Tabanan District Tourism Office, has an important role that influences the development of a tourism village. The Tabanan District Tourism Office not only has the authority to set a tourism village, but also has the authority to foster and develop a tourism village. The model of tourism village development in Tabanan District is a model based on empowering local communities (community based tourism). The model of tourism village development is inseparable from religious values, the culture that lives in the community, and sustainability and environmental quality. Expectedly, through the application of this development model, the development of sustainable tourism development can be realized.

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