

COMMUNITY PARTICIPATION IN THE MANAGEMENT OF PENGLIPURAN VILLAGE AS SUSTAINABLE TOURISM BASED ON COMMUNITY INVOLVEMENT

¹Ni Nyoman Sukerti, ²Ni Desak Made Santi Diwyartha, ³Ni Luh Gde Sri
Sadjuni

^{1,2,3}Politeknik Pariwisata Bali
santidiwyartha@yahoo.com

Abstract

This article examines the community's participation in managing the 30 tourist lodges in Penglipuran village, using Keith Davis and Murigol's (2017) participation model. The study used a quantitative descriptive method with cluster sampling of 68 participants. The research methods were questioner, interview, and observation.

The research found that the community's involvement includes providing suggestions, funds, materials, and physical labor, with the latter being the most prevalent form of participation. These findings demonstrate the community's active and diverse engagement in supporting the development of tourism in Penglipuran village.

Keywords: Community, management, participation, tourism, village

Introduction

The significance of developing sustainable tourism with community engagement is increasingly emphasized in today's world. As the global environment becomes more interconnected and complicated, sustainable tourism that involves local communities is seen as a fitting solution to promote environmental sustainability, bolster local economies, and preserve cultural diversity. Additionally, involving communities in tourism development can enhance their awareness and involvement in preserving natural and cultural resources of their area. Consequently, sustainable tourism development that involves communities can provide sustainable benefits for all parties concerned and have a crucial role in inclusive and sustainable development.

The development of tourist villages in Indonesia is growing along with the increasing interest of tourists in exploring the beauty and uniqueness of rural areas. According to data from the Ministry of Villages, Disadvantaged Regions, and Transmigration in 2020, there are more than 3,500 tourist villages spread throughout Indonesia.

According to Ahmad Muhajir's research (2020) published in the Journal of Economic, Business and Accounting (JEBA), the development of tourist villages in Indonesia has become one of the government's strategies to accelerate the development of the tourism sector. In the study, Muhajir stated that tourist villages can provide significant economic, social, and environmental benefits if managed properly.

On the other hand, research by M. Hidayatulloh (2019) published in the International Journal of Social Science and Humanity (IJSSH) states that there are still challenges in managing tourist villages, such as a lack of trained human resources and a shortage of funds for infrastructure development. However, Hidayatulloh also emphasized that by building partnerships between the government, the community, and the private sector, solutions can be found to overcome these challenges.

There are 30 Home Stays at Penglipuran Village, available for guests to rent. These 30 Home Stays are divided into 3 types: Class A, Class B, and Class C. All three types are managed by the local Adat Village, while the rest are managed by the individual homeowners of the Home Stays. Class A rooms include 3 Guest House rooms that are directly managed by the Adat Village. Class B rooms include 7 rooms directly managed by each homeowner, and Class C rooms include 20 rooms also directly managed by each homeowner. The difference between each type of room is that Class A rooms are quite spacious, with clean and in-room bathrooms, and TV facilities in the room. Class B rooms are not as spacious as Class A rooms, have TV facilities, and have in-room bathrooms but they are less clean. Class C rooms are very small, do not have TV facilities, and have outdoor bathrooms. The room prices range from IDR 200,000 to IDR 500,000.

The owners of the homestay do not manage directly. They take participation in social activities shown to tourists. In return, they receive around IDR 100,000 (one hundred thousand Indonesian rupiahs) per night for each rooms. However, their work is not considered as a service or salary. In addition, the community in the Penglipuran village believes that homestays or tourist lodges are not the same as hotels, so they do not need to be managed professionally. They think that even though tourists who stay there are foreigners, the tourist lodges are still the residents' "homes" and do not need professional management. The reality is that not many tourists stay in this village. If community participation is implemented in a real situation, then the community is involved in planning, implementing, and evaluating existing development programs.

In this research, we measure the level of community participation in implementing the village tourism program that has been jointly established by the village community. This applies when there are tourist visits and tourists staying in the Penglipuran Village. Therefore, research is needed to examine how the community in the Penglipuran village participates in managing sustainable tourism based on community involvement.

Literature Review

Previous studies that have discussed community participation models in the management of tourist lodges include:

1. Community Participation in the Development of Tourism Villages (a qualitative descriptive study in Bleberan Village, Gunung Kidul District, Yogyakarta Special Region by Alpinus Murigol, 2017).
2. Community Participation in Tourism Development (a study in Wonokerto Village, Turi District, Sleman, Yogyakarta by Soip, 2003).

3. Community Participation in Tourism Village Development (a qualitative descriptive study on community participation in tourism village development in Wirun Village, Mejlaban District, Sukoharjo Regency by Murniati, 2008).

4. Community Participation in the Development and Management of Tourist Attractions and Margotirto in Gisting Bawah Village, Gisting District, Tanggamus Regency (Ariz Nisrina, 2018).

Several experts have provided definitions of tourism, such as Oka A Yoety's definition in the study of Physical Model Development and Homestay Management in Accelerating Destination Development. Tourism is a temporary journey organized from one place to another, not for the purpose of working or earning a living in the visited place, but solely for the enjoyment of the journey for hospitality, recreation or to fulfill various desires. Salah Wahab stated that tourism is one of the new industries that can generate rapid economic growth in providing employment, increasing income, living standards, and stimulating other productive sectors. Furthermore, as a complex sector, it also includes traditional industries such as handicrafts and souvenirs. Accommodation and transportation are also seen as industries.

Tourism industry products are all kinds of services required by someone who travels, starting from planning the trip until they return to their place of origin. Therefore, looking at the components of the required businesses, there are quite a lot of services used during the journey. Foster in *An Introduction to Travel and Tourism* (2020) mentioned that the tourism industry includes: travel agents, airlines, accommodations such as hotels/motels/home stays/tourist lodges, car rental companies, tour operators, cruise services, bus services, train services, tour guides, and taxi companies. If we look at the mentioned service industries, there are still some that are directly needed by tourists, such as restaurants or other supporting businesses such as souvenir shops, which are inseparable parts and add value to a tourist attraction. Accommodation is a place provided to meet needs, such as a place to stay or temporary residence for travelers. In tourism, accommodation is an industry. Therefore, the definition of accommodation industry is a component of the tourism industry, because accommodation can be a place or room where people/visitors/tourists can rest/stay/sleep, bathe, eat, drink and enjoy the available services and entertainment.

Homestay is a term used to describe a type of accommodation where visitors or guests pay to stay in private, commercial homes, either directly or indirectly. This type of accommodation usually involves interaction with a host and/or family who live on the premises, and with whom public space is shared to varying degrees (Ramadhan, 2013). According to Frederick in Seubsamam (2009), homestay refers to a stay by a tourist or visiting foreign student who is hosted by a local family. Lynch states that homestay is a term specifically used to refer to a type of accommodation where visitors or guests pay directly or indirectly to stay in a private (commercial) home, and where interaction takes place to a greater or lesser degree with the host and/or family who usually live on the premises and with whom public space is shared to a greater or lesser degree.

The success of a development process cannot be separated from the participation of its community members, both as a system and as individuals who

are integral parts and are very important in the dynamics of development processes, because development is fundamentally aimed at realizing a prosperous society. Therefore, the responsibility for the success of development lies not only in the hands of the government but also in the hands of the community. The description showed awareness and active participation from the community are one of the keys to the success of development, and in this case, achieving development targets needs to be demonstrated by government policies.

Research Methodology

The research was a description research using qualitative approach. Research methods used was questionnaires, interview, and observation methods. Survey research conducted sample from population at Penglipuran Village, by using questionnaires as the main data collection tool. Descriptive research is not limited to data collection and compilation, but also includes analysis and interpretation of the data itself (Surakhmad, 2014, Singarimbun, 2017). The questionnaires using Likert scale were used.

Results and Discussion

Regarding this matter, it can be said that the development that is currently in progress is determined by the magnitude of community participation, namely:

- a. Participation as a starting point for change
- b. Participation in paying attention to, absorbing, and responding to information.
- c. Participation in planning.
- d. Participation in operational implementation.
- e. Participation in accepting and developing the results of development.
- f. Participation in assessing development.

1. Form of participation

Based on data, the form of participation for the community of Penglipuran Tourism Village, Bangli, with its way of life, in order to achieve successful development, they should have a better understanding of their capabilities and real conditions by paying attention to the fundamental aspects related to development. The forms of community participation include four aspects, namely participation in the form of ideas/thoughts (non-physical), money (funding), materials (goods), and direct participation (physical/energy).

The level of community participation in development in Penglipuran Tourism Village can be measured using indicators that include:

- a. Community participation in development in the form of ideas/thoughts, with a score of 2.44 indicating a moderate level of participation.
- b. Community participation in development in the form of money (funds), which is categorized as moderate with a score of 2.94.
- c. Community participation in the form of material goods is categorized as low, with a score of 1.66.
- d. Community participation in development through physical contribution (labor) received a high score of 3.07.

Based on the scores achieved, community participation in Penglipuran Tourism Village, Bangli Regency, is moderate, with an average score of 2.53.

2. The factors influence community participation
The factors that influence community participation in development in Penglipuran Tourism Village, Bangli Regency are:
 - a. Internal factors, which are factors that come from within the community itself, such as the level of education and income, with the most important being the self-awareness of the community based on their religion.
 - b. External factors, which are factors that come from the environment outside the community, including the leadership of the government (the village chief and his apparatus) and equipment.

Conclusions

The community participation in Penglipuran Tourism Village, Bangli Regency, is moderate, with an average score of 2.53. The factors that influence community participation in development in Penglipuran Tourism Village, Bangli Regency are internal and external factor.

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