

Community Participation for Tourism Village Development in Kesiman Kertalangu

By Denok Lestari

Community Participation for Tourism Village Development in Kesiman Kertalangu

I Made Aryanta Ananda¹, Denok Lestari^{2}*

¹ MP2WL, Universitas Mahasaraswati Denpasar, Denpasar, Indonesia

² Department of Hotel Management, Institut Pariwisata dan Bisnis Internasional, Denpasar

Abstract. The development of a tourism village requires the participation of local communities in all stages of development starting from the planning, implementation, and supervision stages. However, in reality, there is often neglect of community participation. This article aimed to examine the participation of local communities in the development of Kesiman Kertalangu tourism village in Denpasar, and formulated a model of tourism village development that prioritizes local community participation. A focus group discussion was carried out during the data collection, as well as interviews and observations. The analytical method used was descriptive analysis, and action research by identifying existing problems, mapping potential in tourist villages, and also identifying institutional networks that exist in the development of tourism villages. This article showed that the development of tourism village that had been carried out in Kesiman Kertalangu Denpasar had not optimally involved local communities, the role of the village government were still more dominant, even though when referring to a clean and sustainable approach to government governance, the role of the village government was expected to be a facilitator by providing more roles and great benefits to the local community. It takes the political will of the village government to reduce its role in developing tourist villages by opening up space for the community to participate.

1 Introduction

The potential for tourism in Indonesia is very promising, as cultural diversity and natural beauty are potential to be developed. There are several provinces that have succeeded in upgrading tourism in their regions to international class, such as Bali and Yogyakarta. However, the potential of tourism are said to be in vain because they have not been used well. It can be seen from the impact that tourism activities are against the surrounding residents, where many of the tourism development in Indonesia bring no significant implications on surrounding residents. What is worse that there are less successful tourism development in several places in Indonesia. The effort to develop tourist village is an alternative to increase community involvement or participation in the development of the tourism sector.

Tourism village is one of the forms of application development and sustainable community-based tourism. Through the development of tourism villages, it is expected that there will be equality in accordance with the concept of sustainable tourism development. In addition, the existence of tourism village has made tourism products more valuable so that the development of tourist village with cultural value does not destroy it. Inskeep (1991) states that village tourism is a form of tourism, in which a small group of tourists live in or near traditional life and study the village life and the local environment. Additionally, Nuryanti (1999) defines village tourism is a form of integration between the attractions, accommodation, and supporting facilities are presented in a structure the lives of communities that blend with the procedures ways and traditions that prevail. It is also emphasized that the most important component in a tourist village is (1) accommodation, namely a part of the residence of the local population and / or units that develop according to the residence of the population, and (2) attractions, namely the whole daily life of the local population and their background. Physical village location that allows the integration of tourists as active participants, such as courses in dance, language, painting, and other specific matters. In relation to the concept of developing a tourist village. Pearce (1995) defines tourism village development as a process that emphasizes ways to develop or advance a tourist village. More specifically, tourism village development is defined as efforts to complement and improve tourist facilities to meet tourist needs.

The local community plays an important role in the development of a tourist village because the resources and uniqueness of the traditions and culture attached to these communities are the main driving elements of tourism village activities. On the other hand, local communities that grow and live side by side with a tourist object are part of an interconnected ecological system. The success of developing a tourist village depends on the level of acceptance and support of local communities (Wearing, 2001). Society local acts as the host and have become important actors in the overall development of rural tourism in stages starting the planning, implementation, and monitoring. The illustration put forward by Wearing (2001) emphasizes that local communities have an equal position with the government and the private sector as one of the stakeholders in tourism development.

Adiyoso (2009) emphasizes that community participation is the most important component efforts to develop self-reliance and the empowerment process. Ignoring the participation of local communities in the development of tourist villages is the beginning of the failure of tourism village development goals (Nasikun, 1997). According to Timothy (1999), there are two perspectives in seeing community participation in tourism. The two perspectives are (1) the participation of local communities in the decision-making process, and (2) relating to the benefits received by the community from tourism development. Timothy emphasized the need to involve the community in decision making by accommodating the wishes and goals of local communities in development and their ability to absorb the benefits of tourism.

Communities living in development areas should be encouraged to identify their own goals and direct tourism development to increase the fulfillment of local community needs. In addition to follow - to include local communities in decision-making, Timothy looked at the importance of follow include stakeholders, namely government, private, and community members to participate in decisions and see the importance of tourism education for local communities to increase the capacity of communities, especially in receiving benefits of tourism. Thus, tourism development planning must accommodate the desire and ability of local communities to participate and obtain maximum benefit value from tourism development. The participation of local communities is very much

needed in the development of tourist villages because local people are the owners of the tourism resources offered to tourists.

In general, participation can be interpreted as the right of community members to be involved in the decision-making process at every stage of development, starting from planning, implementation, monitoring, and maintaining. Society is not merely a beneficiary or a mere object, but as a subject of development. This view is similar to Abe's (2002) who argues that community participation is a right, not an obligation. This has been stated in the United Nations Declaration on Human Rights (Chapter 21), that every citizen has the right to participate in governmental affairs, either directly or indirectly (Abe: 2002, Sanof: 2000, Randolph: 2004, and Adiyoso: 2009).

Definition of participation by Arnstein (1969) ¹ a force which is owned by the community to tackle the problem at the present time **in order to achieve a life** that is better **in the** time ahead. It was explained that participation ¹ is a redistribution of power, which allows economically and politically marginalized **people to be involved in planning for future development**. Meaning of participation which refers to the opinion of Arnste ¹ is the power that is owned by the community to solve the problem at the present time **in order to achieve a life** that is better **in the future** to come. The strategy for implementing participation is achieved by involving the community in sharing information, formulating goals, determining policies, allocating funding sources, operating programs, and distributing benefits. The community is involved from the planning stage to implementation and distribution of the results.

Based on the views of the experts that have been stated, it can be said that the development of community-based tourism and the community participation are the fundamental issues. The ² participation of local communities is the starting point for various strategic impacts **related to the development of community-based tourism** villages. Community participation is important for the achievement of sustainable tourism villages and for the realization of quality tourist villages.

2 Method

The research was conducted in Kesiman Kertalangu tourism village in the Eastern part of Denpasar. The technique used for data collection was participatory mapping, which included: (i) identification of problems, (ii) identification of potential resources and opportunities for development, and (iii) identification of tourism potential. The method applied was a focus group discussion (FGD). Focused discussions were held with community elements including tourism managers, village management representatives, and community leaders. The meeting was held informally, guided by a facilitator, to gain collective awareness of the potential and opportunities for tourism village development that can be implemented in Kesiman Kertalangu Denpasar. The method used for data analysis was descriptive analysis, and action research by identifying existing problems, mapping potential in tourist villages, and also identifying institutional networks that exist in the development of tourism villages. Finally, the data analysis was presented in a descriptive narrative.

3 Results and Discussion

The participation of the community in development is an important thing when it is placed on the belief that it is a society that knows what it takes. Genuine participation will involve the community in all stages ¹ development, starting from the planning process, decision making, and monitoring the **tourism village development** program. **Community**

participation in tourism village planning can encourage people to actively participate in implementation and supervision. Community participation in Kesiman Kertalangu tourism village in all stages of development was described as follows.

3.1 Community Participation in the Planning Stage

The parameters used to determine the degree of community participation in the planning stage are involved in problem identification, goal formulation, and decision-making related to the development of a tourist village. The result of FGD showed that most of the people of Kesiman Kertalangu village admit that they were involved in both identifying problems and making decisions regarding the development of the tourism village. They have been invited to discussions in identifying local community needs. The community also plays important roles to participate actively in decision making supported by the authorities. The participation carried out by the community have always been active and direct. This condition results in a high response, enthusiasm, and community involvement in the management and development of assets in their area.

In terms of community representation at meetings, usually village officials only invite a few residents who are representatives of each banjar (local community group). These meetings were usually attended by community leaders, officials in the banjar, sekaa (groups) of young people, educated members of the community, such as teachers, civil servants and clergy, who were officially invited by the village head.

3.2 Local Community Participation in the Implementation Stage

Community participation in the implementation stage is the involvement in the management of tourism businesses, for example, as lodging managers, restaurant managers, tour guides, hotel employees, hotel employees and tourist attraction managers. The involvement of local communities in the implementation stage in terms of exploiting opportunities appeared to be optimal. Even though there is a form of participation, it is more in the form of managing small-scale businesses. This was seen in contrast to the participation of the outside community who monopolizes large-scale businesses. The reason is that these business opportunities require large capital, high business risks, intense competition, and require high competence. Communities with low business competence and limited capital make them unable to compete with large capital owners who generally come from outside the village. Ironically, the owners of big capital are not only pursuing large-scale businesses, they are also taking over small-scale businesses that were initially managed by local communities. As a result, most of the results of these efforts are not distributed at the local level but flow out of the village.

The development of a tourist village is seen as a neocapitalist who only exploits the local community, while the advantages and benefits of developing a tourist village are mostly enjoyed by the capitalists. The gap in income and welfare between layers of society is getting bigger, in the end, local people remain in a marginal position in business, which actually happens in their own territory. This condition indicates that the development of a tourist village has not been economically beneficial for the community.

3.3 Local Community Participation in the Monitoring Stage

Local communities have a very substantial control role in the development of tourism villages because control over the decision-making process must be given to those who later

bear the consequences of the implementation of the development, including failures or negative impacts that occur due to the development of tourism villages. Therefore, decision-making authority should be given to local communities. The parameter of community participation in supervision is involvement² in the supervision team along with the authorities they have. The results showed that the involvement of local communities in monitoring of the development of the tourism village looks minimal. The reason is, because development planning is carried out by the government in a top-down manner, so that the community does not have the potential to carry out supervision.

In the end, the community chooses to participate in preventive supervision to prevent negative actions that can interfere with village security, for example, monitoring the lives of young people who get drunk around the Kertalangu area at night, monitoring the street vendors who sell around the area, rice terraces, and supervision of irregular parking of vehicles that often cause congestion.

4 Conclusion

The role of the government in managing tourism resources looks dominant. In fact, when referring to the government's approach to governance of clean and sustainable role of government is expected to be a facilitator and bring more benefits to the community. This shows that community participation-based tourism development has not materialized in Kesiman Kertalangu tourism village. The community is not yet the subject of development, but is still the object of development.

Local communities need to be invited to design their own tourism models to be developed. The development of a tourism village should run according to the needs of the community, there must be a guarantee for the community to be involved in it. To ensure this, the political will of the government is needed to reduce its role in the development of tourism villages and provide a bigger role to the community by providing up space for the community to participate.

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