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THE MANAGEMENT OF VILLAGE TOURISM
(A Comparative Study on Village Tourism in Bali, Indonesia
and Andhra Pradesh, India)

Ni Luh Putu Agustini Karta*, Ida Ketut Kusumawijaya* and
Victor Babu Koppula**
Triatma Mulya Institute of Economy Indonesia*,
Andhra University, India**

Abstract : The purpose of this research was to compare the implementation of village tourism in Bali, Indonesia and Andhra Pradesh, India. This research project was conducted with a qualitative approach, Observation, in depth interviewed and comparative study conducted to the key informant from each research object. The finding of this research that both of village tourism in these two countries has similarity in aspect of improving economy, culture protection and environment conservation. The fundamental difference is that the concept of village tourism in Indonesia is integration between attractions, accommodation and supporting facilities presented in a community life structure that integrates with the prevailing rules and traditions of local people. Local people in Indonesia full involved in managing village tourism, so they got a lot of benefits. It was fully difference to India; the tourist villages are managed by private party and government. The local communities only act as employee, so they have never gotten maximum benefits. In order the village tourism is the mainstay way to develop local economy, culture preservation and conservation of environment, both of the countries should committed to improve the quality of village tourism.

Key words: Management, Village Tourism, Comparative, Impact on Economy.

INTRODUCTION

Bali as a potential tourist destination in Indonesia is very focused in developing tourism. Besides of beach tourism, shopping tourism, rafting, and snorkeling, the local government of Bali is also focusing on developing alternative tourism in the form of community based tourism (CBT). One of CBT activity is the tourist village. The

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concept of the tourist village is developed in the framework of equitable development, preservation of traditional culture and the improvement of the local economy. Bali Provincial Government allocates a budget of up to 7.18 billion annually for the management of twenty-five tourist villages on the island of Bali beginning in 2015 (Subhiksu, 2014). The target of Bali tourism village in 2015-2018 is 100 tourist villages, according to Bali Mandara Volume II Program by the governor of Bali (Kadisparada, 2014). In 2014 Bali Tourism Office has received submission of 180 proposals of tourist villages. This requires a rigorous selection to eliminate 80 tourist villages that have not fulfilled the requirements as a tourist village. To each selected tourist village, the government allocates Rp 300 million (Subhiksu, 2014).

The government's efforts to equitable distribution of tourism impact, poverty alleviation achieve through tourist village program. The public response is also very positive. The people are racing to propose the proposed tourist village by highlighting the culture, the characteristics of each region that was very unique and diverse. The mindset and the paradigm of society towards the role of the tourist village in improving their life expectancy already imprinted in their minds. Unconsciously this diverse society unearthed the uniqueness of its area to be preserved, packaged so that it becomes a potential product to be sold to tourists. The government has succeeded in stimulating the community to be more concerned about the environment, culture, customs and uniqueness of their respective regions.

Along with the rapid public interest doing local community-based activities, then the government must formulate a strategic strategy in managing tourist village in Bali. The number of tourist villages proposed in Bali reaches 180 villages, while on the other hand the readiness of human resources in the field is still limited. English competence, the skills of serving tourists, international standard cooking skills are still very minimal. In other words the ability of the community to manage the tourist village is not optimal. Program to develop 100 tourist villages in the province of Bali has been pioneered since 2013. Until the end of 2017, total amount of 67 tourist villages were developed and empowered by the Bali Tourism Office (Kompas, 2017).



On the management aspect; tourists village in Bali Indonesia and India have similarities. In order to avoid the monotonous, tourist village implementation model, a specific management pattern is required. Each region should feature different characteristics so that tourists got variety tourist activities. This research analyzed the management aspect of village tourism in descriptive qualitative approach. The findings of this study are expected to illustrate the applied management concept in developing village tourism. The analysis of the impact of tourist villages on the economy in local communities is needed as a tool to decide which aspects should be emphasized.

This research collaboration is conducted by considering each country has the same focus on developing the economy of local people through tourist village. In Indonesia; the selected research object is Penglipuran Tourism Village, Bedulu, and Pentingsari. In India; the research object are Aruku Valey, Drawaka Tirumala, Amarawati Temple, and Simhachalam. Management and the impact of implementation of village tourism in all of this object will be analyze in qualitative approach.

LITERATURE REVIEW

Some research conducted on community-based tourism aspect in India, have some similarity to community based tourism in Indonesia. Nageshwar Rao (2002), observed of bad management aspect happen in village tourism due to limited skilled of human resources. Khaushik et al. (2009) analyzed that another aspect which is impact to village tourism management are psychology factors, limited of basic facilities owned by villages, lack in communications, and no standard of services, greatly affect the interest of tourists visiting the tourist village. This means that management aspects; include human elements, tools, methods, machines and money are the top priority in developing tourist villages.

Various studies have been conducted by researchers on local people's perceptions of tourism. Nicholas (2007), William and Lowson (2001), Hernandez et al. (1996) states that the local community is very concerned about something that is commercial and social value is done to the village and cultural heritage for the benefit of tourism and the preservation of resources and environment. Shkira et al. (2011) found



12 that community-based tourism is capable of enhancing the conservation of natural resources. The local people earn income from leasing their land, entrepreneur, providing homestay become workers so they got better value for their life. 12

Mensah and Ernest's research (2013) 21 states that community involvement 23 in community-based tourism activities is elusive and inductive, according to Tosun's (1999) typology. This study shows that the local Bobori Forest community in Ashanti Region, Ghana, has only benefited less from eco-tourism activities. Research Widiyanto et al. (2008) in Ketingan tourist village, found that the development of tourist villages still rely on natural resources. The quality of human resources, marketing, service and quality improvement has not been optimized, thus negatively impacting the sustainability of tourist villages. This is inversely related to the results of the 17 study of Samah and Aref (2009) research's in Malaysia's tourist village. Samah and Aref (2009) found that community participation in local community-based tourism development requires community involvement in initiation, planning, implementation, decision making and management.

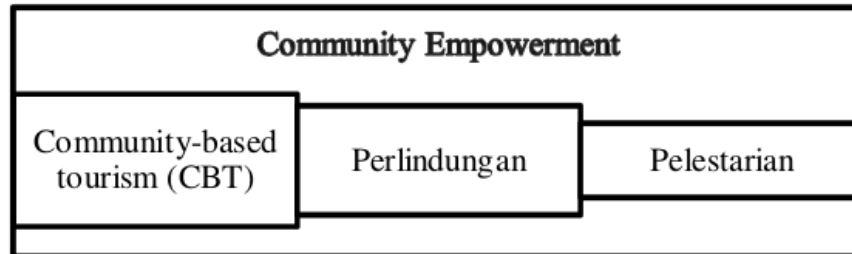
Communities take collective action, mutualism, sharing interests by doing activities together. Involvement of the community as stakeholders indirectly carry out management functions. Karta, et al. (2015) research on community-based tourism activities at Kintamani Bangli, shows that stakeholders have different roles and paradigms in the management of tourist attractions. This difference has a negative impact on the feedback given by local people in serving tourists.

Community Based Tourism in Village Tourism

Some tourism concepts, state that people have an important position and role for the sustainability of the destination. 13 According to Islam and Carlsen (2010); Putra and Pitana (2010), community-based tourism (CBT) and Pro-Poor Tourism (PPT) are the right programs to alleviate poverty and create employment opportunities for the community.

This program further more empowered the local communities, giving priority to the rural poor communities, while maintaining the culture and the environment. Hunter and Howards (1995) research concludes that Community-based tourism (CBT), protection and environmental conservation are prioritized for the purpose of

empowering the community (Community Empowerment). Hunter and Howards (1995) outlines the CBT concept in Figure 1 below:



Gambar 2.2

Community Based Tourism Concept

Source: Hunter and Howards (1995).

Community-based tourism activities, protection, and nature conservation can mobilize communities to contribute to become more empowered on the economic and social aspect. Community-based tourism activities consist of individual contribution in built tourism facilities, tourism organizations, marketing tourism, and developing small and medium enterprises (SMEs). Institutionally, community-based tourism can be implemented by relevant local agencies that are able to assist in marketing, branding, quality control, regional planning, and public relations. Hunter and Howards (1995).

Another paradigm of community-based tourism is linked to local communities in rural life and marginalized economies. Tourist can be involved in rural life, spending money and learn the traditional culture and ritual. Tourists are invited to come to the village, or tourist destination, thus benefiting the community. Community-based tourism also involved people in rural wild life, traditional cultural and ritual recognition as well as other local wisdom (Responsible travel.com, 2013). Community-based tourism contributes a sustainable impact to the environment and the conservation of natural resources.

In CBT Principles and Meaning (2013), explained that local communities play a full role in CBT. There are three aspects as references in the implementation of CBT, namely: socio-economic, cultural, and environment. Furthermore, Selvam's (1998) study in Kathiresan (2010); research Samah and Aref (2010), found that the participation of local communities is crucial to the success of CBT.

Based on the above study, the elements as indicators in CBT are classified as follows.

1. Community participation focused on participation and community involvement in all community-based tourism activities.
2. Improvement of socio-economic of local communities, with indicators of improving living standards, prosperity, and minimizing unemployment.
3. Preservation of tradition, culture and environmental preservation.

Community Empowerment

According to McGettigan and Burns (2004), in the community empowerment cycle that community empowerment through volunteer input is a key criterion at all levels of the community empowerment cycle. The utility value, the position in the social community, the sense of loss of the community, the neglect of the city, the immigration, and the anger of the community encourages a sense of volunteer participation of the community to participate in society. These create a society to proud of its socio-cultural, economic, and empowerment. They also have a high social sense, economic power, and high commitment towards the better young generation. In more detail it is illustrated in Figure 2 below.

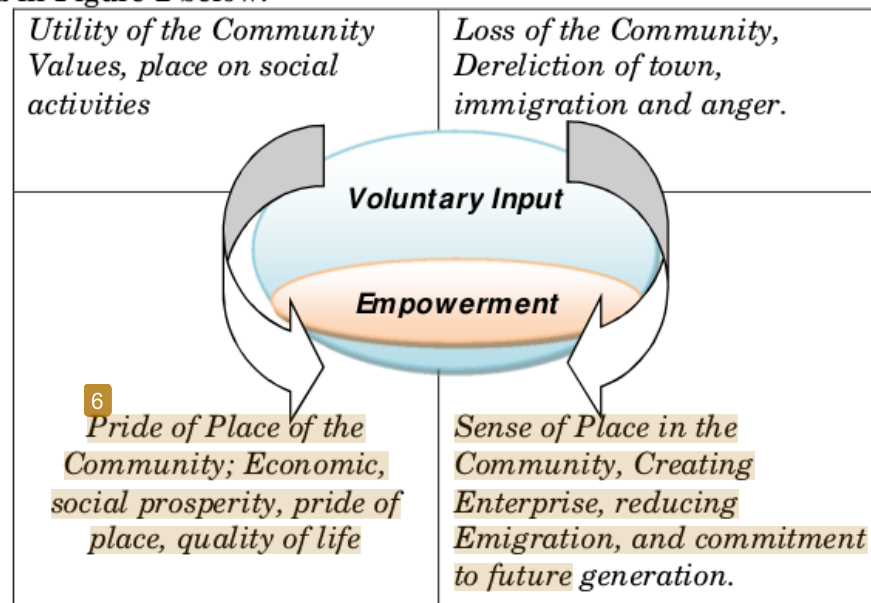


Figure 2
Community Empowerment Cycles
 Source: McGettigan dan Burns (2004)

Previous research, Agustini and Suarthana, (2013) concluded that government authority is very limited in the implementation of Destination Management Operation (DMO) in managing Kintamani, Bali. The helplessness limits the Economic of the volunteer spirit in local community. It has not occurred to them to participate further when their clothing and food needs have not been met.

Destination Management in Village Tourism

Destination management approaches was implemented to ensure economic progress and benefits for local communities. In addition, destination management is useful in preventing degradation of all aspects of Local Tourism Destination (LTD) management (Manentte and Meneghello, 2006).

Rural tourism development tends to be complex because it involves many parties including private agents, governments, and local communities themselves. As a consequence and evolution in facing the challenge of managing the destinations, it could not be sold as a unique destination, but must be packaged as products based on market needs (Manente and Mighetti, 2006). Manente (2008) research found that it requires diversification and differentiation to generate positive and beneficial perceptions of value for all aspects of destination management as shown in Figure 3.



Figure 3. The Destination Management Approach Model
Source: Manentte (20



Involving local communities is to improve the welfare of the people, the conservation of resources inherent in the social life of the community. Pomeroy and Katon (2000) research states that joint management or co-management or partnership is needed in order to share authority and responsibility with government, local communities, stakeholders, private and academia. Collaboration of all elements in a destination management accelerates the achievement of the destination's development goals.

Kathiresan (2003) describes the types of stakeholders involved in destination management, consist of local user communities, local communities and government agencies. Agencies and associations involved in destination management in Indonesia include PHRI (Association of Indonesian Hotels and Restaurants), ASITA (Association of Indonesian Tour and Travel Agencies), BHA (Bali Hotel Association), BVA (Bali Villa Association), HPI (Guides Association Indonesia), and GIPI (Association of Indonesian Businessman in Tourism Industry). This association has an interest in promoting tourism destinations, planning, developing destinations, and contributing to the increasing number of tourist visits. The challenge faced in the implementation of destination management is the understanding of the destination as a system, then it is understood who the perpetrators are, how they relate, and their interactions within competitive tourism environments.

Methodology

Some of the above research shows that good management in the management of tourist village is absolutely necessary. The research study which was conducted in two countries, Indonesia and India was done with a qualitative approach. All of the tourist villages have different characteristics. Observation and in depth interviewed conducted to the key informant of each research object. FGDs with stakeholders in tourist villages were conducted in five tourism villages in Andhra Pradesh, India and five tourist villages in Indonesia. The tourism village in India consist of Araku Valley and Borra Caves, Dwaraka Tirumala, Vijayawada, Amaravathi, Simhachalam, Annavaram. Village tourism in Indonesia, consist of: Village Tourism Bedulu, Pengelipuran, Blimbingsari, and Pentingsari. Data also collected from the representative of tourism government, the foundation, NGO, and the local community. A comparative study was



done to summarize the similarities and the differences between them, particularly in the management of tourism villages' implementation. The differences, uniqueness, advantages and disadvantages on different aspects of each tourist village in both countries able to create a specific model of village tourism management.

DISCUSSION AND ANALYSIS

Village Tourism in Indonesia

Government of Bali declared a special policy on the development of culture-based tourism villages on Perda No. 16 of 2009. In this regulation is regulated on efforts to increase tourism destinations in Bali, regional development²⁰ and encourage the village level economy in Bali. Tourism village is one of the development of community-based tourism sector (CBT) based on Balinese culture. Communities provide facilities and infrastructure while maintaining environmental sustainability, emphasizing the economic development goals of the community.

Village tourism concept in Bali, Indonesia is²⁶ referring to the concept and definition of village tourism by Wiendu (1993). Village tourism concept is a form of integration between attractions, accommodation and supporting facilities presented in a community life structure that integrates with the prevailing rules and traditions. Tourist village usually has a tendency of rural areas that have uniqueness and attractiveness as a tourist destination.

The guest stay in local house, involved with local people, they learn painting, cooking traditional food, cock fighting, visit temple and local genius tourist object. They pay special price for each package. Local people are friendly serving them in traditional touch. These activities manage by local foundation, local group of communities.



Figure 1: Activities in Village Tourism Indonesia

Source: private document (2015)

Village tourism activities are packaged as the tourist requirement. It was quite different for local tourist and foreign tourist. This package also sold in group or individual. Local people directly got the benefit of their contribution in tourism village activities. That's why village tourism in Indonesia growing better than in India. The government also more concern in developing village tourism.

Village Tourism in India

Based on the result of preliminary research in India, has found that tourist villages also the mainstay of local government to accelerate the development of the country. The government also wants that tourism village contributes to the improvement of the local community economy, preservation of tradition, culture and environmental conservation. Actually the implementation of village tourism in India has different style with Indonesia. Tourist villages in India are ⁴ more appropriately referred as rural tourism. OECD (1994) defines rural tourism is a complex multi-faceted activity: it is not just farm-based tourism. It includes farm-based holidays but also comprises special interest nature holidays and ecotourism, walking, climbing and riding

holidays, adventure, sport and health tourism, hunting and angling, educational travel, arts and heritage tourism, and, in some areas, ethnic tourism. Activities of village tourism in India more precise as a rural tourism. Accommodation provided by private party, there was no interaction between the guests to the local people. They only come for visiting ²² village for holiday, adventure, hunting, or farm based tourism. The government and private sector gain the profit from the activities. Local people are only as employees or street vendor.

These pictures describe my research activities in the rural life in Andhra Pradesh India. Religious tourist activities, and local people activities in Araku Valley and Museum, Dwaraka Tirumala, Vijayawada, Amaravathi, Simhachalam, and Annavaram. All this place are initiated and manage by the government.



Figure 2: Activities in Village Tourism in India



Source: private document (2018)

Based on the both profile of village's tourism, it showed that management concept of tourist villages in India and Indonesia has similarity and differences. Table:1 below describe the comparative study of implementation of village tourism in Indonesia and in India:

Table: 1 . Similarities and Differences of Village Tourism in India and Indonesia

NO	ASPECT	INDONESIA	INDIA
1	Concept	Village tourism = village tourism	Village tourism = rural tourism
2	Definition & contextual	According to Wiendu (1993), tourist village is a form of integration between attractions, accommodation and supporting facilities presented in a community life structure that integrates with the prevailing rules and traditions. Tourist village usually has a tendency of rural areas that have uniqueness and attractiveness as a tourist destination.	OECD (1994) Rural tourism is a complex multi-faceted activity: it is not just farm-based tourism. It includes farm-based holidays but also comprises special interest nature holidays and ecotourism, walking, climbing and riding holidays, adventure, sport and health tourism, hunting and angling, educational travel, arts and heritage tourism, and, in some areas, ethnic tourism.
3	Organizer	Private, government, local communities, foundation, NGO, religious institutions	Private and government. Local people only as employees.
4	Attraction, accommodation & supporting facilities.	Integrated and provide by local people.	Not integrated, own and manage by private sector.
5	Local Community	Full participate in all activities	Only as an employee in the tourist object, hostel or souvenir shop.
6	Activities	Prevailing roles and	Farm base, ecotourism



		traditions, culture, religious activities, archeology	base, hunting, heritage tourism, ethnic tourism.
7	Advantage	Direct improving quality of life of local community. Creating specific local product for specific market.	Profit / gain to private or government. Only providing mass product.
8	Impact	Direct improving quality of life of local community.	Profit / gain to private or government.

According to this research, both countries emphasize community-based tourism activities (CBT) as potential alternative tourism to preserve the culture, improve the economy and welfare of local communities. The different climates, cultures, natural resources and human resources involved in the management of tourist villages need to be solved also in various strategies.

Based on the results of research on the five tourist villages in India, concluded the fundamental difference in the concept and implementation of tourist villages. This¹⁰ differences also makes the village tourism program in Indonesia is very potential in accelerating the equity of development. Community-based tourism activities in tourist villages in Indonesia are able to involve the community, improve community economy, preservation of culture, traditions and ancestral heritage as well as environmental conservation. Community empowerment efforts in village tourism activities foster participation voluntarily, serve with pleasure, proud of the area visited and live mingle with tourists. Thus emigration can be anticipated earlier

Destination management implemented to ensure economic progress and benefit for local people. In both of village tourism need commitment to develop. Particularly in Indonesia; requires skilled human resources in handling this project. There is direct involvement to the guest, so they should have sense of hospitality, high willingness to help and professional in handle the guest. Their management competencies will facilitate them in serving the standard product and satisfying the guest. So the activities of village tourism will totally impact to quality of life through improving the local people economy, culture, environmental conservation.



Conclusion

Generally tourist villages feature natural elements, local cultural heritage, customs, local food, and local uniqueness. The local people's paradigm of service, their contribution, their competence is crucial to the success of the tourist village. The whole tourist village that became the object of research has similarities with other tourist villages in the world. In order the village tourism is the mainstay way to develop local economy, culture preservation and conservation of environment, both of the countries should committed to improve the quality of village tourism.

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