

POTENTIAL TOURISM VILLAGE DEVELOPMENT ACTIVITIES IN KEROBOKAN VILLAGE, SAWAN DISTRICT, BULELENG REGENCY, BALI

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Abstract:

In order to accelerate Kerobokan Village as a Tourism Village, Warmadewa University held a Community Service (PKM). Tourism villages are one of the concepts that develop the potential of an area that can be developed and provide a positive contribution to the community. In building a tourism village, the important thing is a commitment between the government and village officials, community leaders and village organizations to make the village a tourism village. The background of this activity is the need for academics to provide tourism village literacy to the fostered village community. Kerobokan Village has excellent potential to be developed as a Tourism Village. Kerobokan Village has many stores and a variety of cultural heritage wealth that needs to be revived and developed as a tourist attraction to improve the welfare of the people of Kerobokan Village and the surrounding villages.

Keywords: Tourism village, sustainable tourism, community participation, village development

Article History

Received: 2023-09-04

Revised: 2023-10-02

Accepted: 2023-11-15

Vol 1 Issue 1 2023

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INTRODUCTION

The rapidly spreading coronavirus (COVID-19) has become one of the world's crises, dramatically affecting tourism. Social restrictions, the government's first step to prevent the spread of this pandemic, have become a significant dilemma for tourism business actors. Destination quality is essential in building tourist loyalty as a sustainable competitive advantage (Priliandani et al., 2020). Tourist destinations often need help with problems such as decreased visits, urbanization, traffic, waste, and security issues. This community service program aims to design a quality tourism village development model seen from the potential of the fostered village, namely Kerobokan Village, located in Sawan District, Buleleng Regency, Bali Province, and how the quality of the tourist experience can answer these problems (Sara et al., 2019).

Desa wisata merupakan bentuk pariwisata, yang sekelompok kecil wisatawan tinggal di dalam atau di dekat kehidupan tradisional atau di desa-desa terpencil dan mempelajari kehidupan desa dan lingkungan setempat (Sukmadewi & Dane, 2021). Desa wisata merupakan suatu bentuk integrasi antara atraksi, akomodasi, dan fasilitas pendukung yang disajikan dalam suatu struktur kehidupan masyarakat yang menyatu dengan tata cara dan tradisi yang berlaku. Ditegaskan pula bahwa komponen terpenting dalam desa wisata, adalah (1) akomodasi, yakni sebagian dari tempat tinggal penduduk setempat dan atau/ unit-unit yang berkembang sesuai dengan tempat tinggal penduduk, dan (2) atraksi, yakni seluruh kehidupan keseharian penduduk setempat beserta latar fisik lokasi desa yang memungkinkan berintegrasinya wisatawan sebagai partisipan aktif, seperti kursus tari, bahasa, lukis, dan hal-hal lain yang spesifik (Sukmadewi & Dane, 2021).

About the concept of developing tourist villages, developing tourist villages is a process that emphasizes ways to develop or advance tourist villages. More specifically, developing tourist villages is defined as efforts to complete and improve tourism facilities to meet the needs of tourists. Local communities play an essential role in developing tourist villages because the resources and unique traditions and cultures inherent in the community are the main driving elements of tourist village activities (Saputra, 2021). On the other hand, local communities that grow and live side by side with a tourist attraction become part of an interconnected ecological system. The success of developing tourist villages depends on the level of acceptance and support from the local community (Anindyo et al., 2020).

Culture is the whole system of ideas, actions, and human works in a society that humans own, recognize by a group of people and use by a group of people (Anindyo et al., 2020). Tourism villages are one form of implementing community-based and sustainable tourism development. Through the development of tourism villages, it is hoped that there will be equality in sustainable tourism development. In addition, the existence of tourism villages makes tourism products more valuable to rural culture, so that the development of tourism villages has cultural value without destroying it. Kerobokan Village holds a variety of cultural heritage. This potential will be revived and developed as a tourist attraction (Ningsih et al., 2016).

Tourism Village Concept. A tourism village is a form of integration between attractions, accommodation, and supporting facilities, and it is presented in a structure of community life that is integrated with applicable procedures and traditions (Maysuranti, 2018). Concept, perspective and challenges, a paper of the international conference report on cultural tourism). Tourism Village is defined as part or all of the village area with tourism potential, products and activities that can be utilized for tourism development and managed sustainably by community groups in the village. The components that form a tourism village consist of:

1. Village Area. A tourist village must be part of a village area. If a tourism activity covers more than one village area, it can be classified as rural tourism and not a tourist village.
2. Tourism products. A tourist village must have a tourism product as a material object resulting from the process of trading goods and services with tourists. Tourism products that exist and are offered by a tourist village can be tourist attractions, tourism services or tourism businesses in the village.
3. Management organization. The existence of a management organization is mandatory in a tourist village. The unavailability of a management organization guarantees no legitimacy from a party that utilizes and manages tourism resources in the name of a village organization. The tourism village organization that is formed must have the authority and represent the village's existence and be known and approved by stakeholders in the village, be it the village government level, village supervisory body, community organization groups in the village or representatives of the village community.
4. Regional infrastructure and facilities. A tourist village must have regional infrastructure and facilities that embody a region's prerequisites.
5. Tourists. A village that establishes itself as a tourist village must have tourists visiting it. Tourists in the village can generally be categorized into several types, namely tourists who visit the village to enjoy the products offered and tourists who come and stay in the village to enjoy the products and daily life in the village.
6. Social networks. A tourist village must have a network to assist, manage, and develop tourism services.

Development Concept. Tourism development is a word that is widely used in any country and at any level, but it is understood differently. Development implies an evolutionary process with a positive connotation or at least means "not going nowhere". Differences in interpretation occur because the word development can be associated with two things, namely, "process" and "level" of development of something (Anwar, 2021). In this regard, there are 5 contexts and connotations of understanding the use of the term development, namely:

1. Economic growth
2. Modernization
3. Justice Transformation
4. Socio-economic transformation
5. Organization

Development is a dynamic concept, so the interpretation of its meaning and connotation has and will change over time.

METHODS

The method used in analyzing findings in the field is the focus group discussion. Focus Group Discussion (FGD) is defined as a discussion carried out systematically and directed regarding a particular issue or problem. FGD is a process of systematically collecting data and information regarding a particular problem through group discussions. As a research method, FGD systematically collects data and information (Hidayaturrahman et al., 2022). As the meaning of Focus Group Discussion, there are 3 keywords, namely:

- Discussion - not interviews or chats
- Group - not individual
- Focused - not free

The problems discussed in the FGD are particular because they are set to meet clear objectives. Therefore, the questions prepared and asked of the FGD participants are clear and specific. Many people argue that FGD is conducted to solve problems. It means that the discussion aims to reach a specific agreement regarding a problem faced by the participants. The results of the FGD cannot be generalized because the FGD does not aim to describe (represent) the community's voice. However, the importance of FGD lies not in the results of population representation but in the depth of information. Through FGD, researchers can find out the reasons, motivations, arguments or basis for the opinions of a person or group. In other words, the results of FGD cannot be used as a benchmark in concluding research results. It must be supplemented with other supporting data or conducting further surveys (quantitative) (Benaraba et al., 2022; Larasdiputra & Saputra, 2021; Suroija et al., 2022).

RESULT AND DISCUSSION

Development of Tourism Village. The existence of tourist villages in the country's tourism development journey is essential. It has been able to color a more dynamic variety of destinations in a tourism area, so that tourism is sometimes trapped in the trend of mass tourism development (Sukmadewi & Dane, 2021). In the context of Balinese tourism, the development of tourist villages is an inseparable part of the ups and downs of tourism development. Through tourist villages, tourism proves its support for the spirit as an absorber of rural labor, a generator of regional economic growth, and a tool for poverty alleviation (Putra et al., 2024).

Kerobokan Village holds a variety of cultural heritage riches. This potential will now be revived and developed as a tourist attraction. Referring to the results of the inventory of existing cultural heritage, Kerobokan Village has a beautiful stretch of beach. Kerobokan was originally called Pidanmasana Village, and it is an old village located south of the current Kerobokan Village, stretching from north to south. At that time, Pidanmasana Village was led by Dewa Bagus Manik Macuet, who was the highest leader, with a population of 40 families. Dewa Bagus's leadership was harsh, cruel, and dictatorial/authoritarian. Because of these leadership traits, the community felt oppressed and afraid and considered the leader a king. However, Dewa Bagus' leadership did not last long because he died suddenly due to an incurable disease without leaving his children and wife in Pidan Masana Village (Saputra et al., 2019).

The nyekar tradition is a unique activity carried out in Buleleng. Almost all regencies in Bali have unique traditions. One of them is Buleleng Regency. Buleleng is rich in unique religious traditions and rituals not found in other regions. Three traditional villages in Sawan District, namely Kerobokan Traditional Village, Kloncing Traditional Village, and Sinabun Traditional Village, routinely hold the "nyekar" tradition. The ritual is an ancestral heritage that the traditional village community must carry out a make it on the edge of Kerobokan Beach (Saputra, Sara et al., 2019).

Tradition is a series of palm ceremonies held in the middle of the open sea. It is carried out by the village head or representatives of the head of the family, and by family members together. Not only following the prayer ritual, but traditional and religious ceremonies are also used as recreational events with the family. People who come not only bring offerings as offerings but also bring provisions to be

eaten together on the beach. The pakelem ceremony usually takes place around 03.00 WITA or before sunrise. All of these ritual facilities are placed on banana stems that have been arranged in such a way. Several ritual facilities, commonly called sekah, are floated into the middle of the sea (Saputra et al., 2022).

According to the Head of Kerobokan Traditional Village, Jro Mangku Made Sudirtha, nyekar is a form of gratitude to Ida Sang Hyang Widhi because the ceremony in the traditional village jurisdiction went well. Krama believes this ritual is an apology for mistakes made during the ceremony. After this ritual, the next day becomes the starting point for living in the traditional village. According to Sudirtha, the nyekar ceremony procession has been carried out for generations. Although the era has developed, the community is enthusiastic about following the nyekar ceremony procession until it is finished. However, the development of the era also affects the procession. Before the rapid development of transportation, residents of the traditional village usually walked to Kerobokan Beach.

Kerobokan Beach offers exotic charm with a calm atmosphere, making it the perfect tourist destination to relax with family. A welcome from the stunning beach panorama will greet you when you first set foot on Kerobokan Beach. The exotic black sand of the beach will tie the sentence with the beauty of the coastline, combined with its clear blue seawater. Not only is the beauty of the sea charming, but the trees on the edge of the beach also give a tropical and stunning Balinese touch. The relatively calm waves give a safe and comfortable impression when swimming or just relaxing and enjoying the sound of the waves. Water sports lovers can also enjoy the pleasure of snorkeling or diving in these peaceful waters (Saputra, Anggiriawan, et al., 2019; Sara et al., 2019).

Kerobokan Beach offers a sunset that is no less cool than other beaches in Bali. Not only that, but the parking lot here is also very spacious. From the parking area, tourists can see the beautiful scenery of Kerobokan Beach, which is one of the advantages of Kerobokan Beach. There are many exciting activities that you can do while on vacation at Kerobokan Beach; you can sit back on the beach while enjoying the refreshing breeze, swim in the clear sea water to refresh yourself or take a walk to enjoy the beauty around the charming beach. The coast of Kerobokan Beach is also an ideal place to relax and enjoy time with family and friends.

Tourism Village Extension Program. Tourism is currently a significant industry for development, both regionally and nationally. Tourism is quite promising as a prima donna because of its many positive aspects. Development in the tourism sector has been able to increase people's income, create job opportunities and introduce the nation's natural and cultural wealth. Realizing the benefits obtained from the development of the tourism sector, the government in Indonesia has high hopes for the tourism sector in the future (Ningsih et al., 2016). Besides safeguarding culture, the tourism sector plays a crucial role in producing foreign exchange, local revenue, and employment possibilities for the local population where the tourist destination is established (Saputra, Anggiriawan et al., 2019). For this reason, the development of the tourism sector continues to be improved by developing and utilizing existing national tourism resources and potential so that they can become an increasingly reliable source of economic activity. The existence of a culture that is passed down from generation to generation is a characteristic of Balinese tourism.

Sustainable Tourism Development. Sustainable development has become a global agenda in every development process. Therefore, all stakeholders, including the government in various development sectors, must apply the principles of sustainable development in every policy or development plan that will be implemented (Jayawarsa et al., 2021). The application of the concept of sustainable development in the tourism sector is known as the concept of sustainable tourism development, which, in essence, contains the meaning of tourism development that is responsive to tourist interests and direct involvement of the local community while still emphasizing long-term protection and management efforts (Putri & Saputra, 2021). Efforts to develop and manage resources that are carried out must be directed so that they can meet economic, social and aesthetic aspects. At

the same time, maintaining the integrity and/or sustainability of ecology, biodiversity, culture and life systems.

The concept of sustainable tourism development emphasizes four (4) principles.

1. Economically Feasible
2. Environmentally Feasible
3. Socially Acceptable
4. Technologically Appropriate

The principle of Economically Feasible emphasizes that the development process must be economically feasible and implemented efficiently to provide significant economic benefits for both regional development and the welfare of local communities. The Environmentally Feasible principle emphasizes that the development process must be responsive and pay attention to efforts to maintain environmental sustainability (natural and cultural) and, to a minimum, avoid adverse impacts that can reduce environmental quality and disrupt ecological balance (Aditya et al., 2018). The principle of Socially Acceptable emphasizes that the development process must be socially acceptable, where development efforts are implemented to pay attention to values and norms in the community environment, and that the impact of development must not damage the order.

The Technologically Appropriate principle emphasizes that the development process carried out technically can be applied efficiently, utilizes local resources, and can be quickly adopted by the local community for a long-term management process (Agostino et al., 2022; Khan et al., 2021; Sara & Saputra, 2021). Simply put, sustainable tourism development can be integrated into three (3) main targets for achievement, namely:

1. Quality of environmental resources (natural and cultural), where tourism development must maintain the integrity of existing natural and cultural resources, and pay attention to the carrying capacity of the area, whether it is still able to accept/tolerate tourism development
2. Quality of life of the local community (socio-economic): Tourism development must be able to provide a positive impact (benefit) on the local community's socio-economic status, such as increasing employment opportunities or even making it economically independent.
3. Quality of travel experience (tourists): Tourism development must be sensitive to the level of tourist satisfaction so that tourists' travel is a valuable experience. In this case, the quality of tourism products and their interpretations play a significant role in the quality of a person's travel experience.

CONCLUSION

Towards a tourist village, of course, many things need to be fixed and improved. With the implementation of this community service program, Kerobokan Village will receive guidance and direction from all aspects of becoming a tourist village. Community Service is one of the obligations of the tri dharma, and this community service is carried out in villages that need guidance, especially in the current pandemic conditions. This community service activity also guides traders here. Traders will benefit from this guidance and coaching so that the community can feel what is done in this service and contribute to the development of tourist villages in the future.

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