

Socio-Economic Impact of Developing Tourism Villages in Bali

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Abstract—The contribution of the tourism sector to Bali's economic development is highest compared to other economic sectors. Village development as a tourist village is intended to maintain the role of the tourism sector in economic development. Tourism Village is expected to be a solution to the increasingly sharp tourism market competition. The development of tourist villages is inseparable from the impact caused by tourism activities in general. The purpose of this study was to analyze the impact of tourism on tourist villages in Bali from economic and social aspects. The research approach used is a qualitative approach. The study used samples in 6 Tourism Villages in Bali. The results of the study found that the development of tourism villages had a positive impact on the availability of employment opportunities, improving the image of the village, improving the quality of infrastructure, and increasing the sources of village funding. In other parts it also has a negative impact on increasing household income, investment opportunities, improving living standards, and overcoming urbanization.

Keywords—*tourism villages, impact, development, Bali*

I. INTRODUCTION

In the past five years, tourism has contributed to the highest Bali Regional Domestic Product (GRDP) compared to other economic sectors. Therefore, the government continues to encourage the development of this sector through the development of tourist villages as alternative tourism. Alternative tourism development is an important part in overcoming the saturation of the tourism market massively [1]. Village tourism is basically a tourism activity that is integrated with the economic, social, cultural, natural and local structures [2]. The important role of tourism development can be a driver of village development restructuring in the social and economic fields [3], socio-cultural, and environment [4].

Through a bottom-up approach, local communities have the opportunity to make maximum use of their resources, which can reduce population migration [5]. Tourism encourages an increase in people's income [6],

increased investment, creates business opportunities, and encourages the growth of industry in the destination area [7], [8]. The social impact of tourism can improve the quality of life of the community through improving infrastructure, health facilities, and improving education [9].

On the other hand, tourism development can have a negative effect on rural community development [10]. Tourism development can result in high costs for goods and services, increased routine expenditures, property becomes expensive with the presence of immigrants, sometimes does not have a significant impact on the local economy. Tourism can have a negative impact on the socio-cultural life of local communities [11], [12].

In this article, it is presented how the impact of tourism development on tourist villages in Bali. The aim is to describe and find the impact of tourism development on economic aspects and social aspects of local communities in the area of Tourism Village in Bali that is perceived by the local population.

II. LITERATURE REVIEW

A. Definition and Characteristics of Village's Tourism

Village Tourism is defined as a rural area that reflects rural authenticity both from socio-economic life, social culture, customs, and daily life, has a distinctive architecture and village spatial structure, or unique and interesting economic activities and has the potential to develop various tourism components. This definition is identical to the notion of rural tourism as a representation of all activities in rural areas that can meet the needs of tourists for peace, recreation and leisure actively. Visitors can feel the traditions and way of life of the local community, live with the families of local communities, and actively participate in the daily activities of the local community [13].

Judging from its characteristics, rural tourism represents all forms of tourism that showcase rural life, art, culture and heritage in rural locations, thus benefiting the community economically and socially, and allowing interaction between tourists and locals to enrich their travel experiences [14]. The activities are small scale and have their own identity in accordance with the conditions of the local area. This territorial identity, making the development of rural tourism in its management must ensure that tourism development does not lose the identity of local resident. This is based on the rural tourism market segment is a group of tourists or individuals who expect satisfaction and uniqueness of the experience of travel [15].

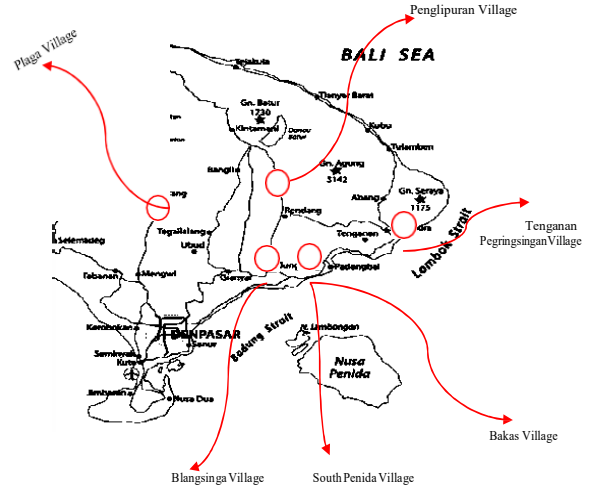
B. Impacts of Tourism

In developing countries like Indonesia, the tourism industry provides substantial economic benefits. Tourism is part of an effort to improve the economy. But on the other hand, massive tourism development has positive and negative consequences. The development of tourism in tourist villages in addition to having an economic impact also has an impact on the social life of the community. Communities often become weaker parties in interaction and as service providers for tourists so it is very easy to be influenced. This will bring changes in the system of values and behavior and threaten local identity. But tourism can also have a positive impact as a supporting force in fostering pride in cultural traditions and helping to avoid urbanization by creating local jobs.

Assessment of socio-economic impacts has become an important aspect in tourism development especially in tourism in rural areas. The socio-economic impact assessment focuses on evaluating the impact of rural tourism development on the social and economic well-being of the community. Assessing the impact of the development of tourism in tourism villages in a socio-economic context will help village officials and local communities identify whether tourism development can affect overall social welfare.

III. MATERIALS AND METHOD

The research approach uses a qualitative approach. Primary data is collected through semi-structured interviews with the Village Head, Bendesa Adat, Tourism Village Manager, Farmer Community, and Industrial Home Owners. Measurement of community perception uses a Likert scale ranging from scale 1 (strongly disagree) to scale 5 (strongly agree). The research method chosen was a case study on 6 Tourism Villages in Bali Province, namely: Penglipuran Village, Penida Kelod Village (Bangli District), Bakas Village (Klungkung Regency), Tenganan Pegringsingan Village (Karangasem Regency), Blangsinga Village (Gianyar Regency), and Villages Plaga (Badung Regency).



Source: Own elaboration, adapted from google earth.

Fig. 1. Research location.

IV. RESULT AND DISCUSSION

A. Result

Referring to the results of processing data with descriptive statistics, the results of tourism development in Tourism Village in Bali were obtained based on the perceptions of the local community as follows.

1) *Economic impact:* Regardless of the form of tourism developed in tourist villages in Bali, 6 indicators are used to measure the impact of tourism from an economic perspective, 4 indicators have a positive impact. Tourism can encourage the growth of the local economic sector, create new employment opportunities, become a source of village income, and develop the region. Whereas the other 2 indicators still do not contribute maximally, namely in increasing household income, and the availability of investment opportunities for the community.

TABLE I. IMPACT OF TOURISM ON THE ECONOMY ASPECT

Indicators	N	Min.	Max.	Mean
Increasing household income	50	2.00	4.00	3.16
Help the development of other economic sectors	50	2.00	5.00	3.50
Creating job opportunities for the local community	50	2.00	5.00	4.16
Local government revenue sources for community development activities	50	3.00	5.00	4.20
Creating more investment Opportunities	50	2.00	5.00	3.32
The local area will grow rapidly	50	2.00	5.00	3.78

2) *Social Impact:* The measurement of the impact of tourism development on the social life of the community in Tourism Village uses nine indicators. The results of data processing illustrate that two indicators have a positive impact on social aspects, including: improving the quality of regional infrastructure, and improving the image of the village.

Informants perceive that the development of tourist villages does not have a negative impact on the inconvenience of local communities, and does not result in an increase in crime and social problems. But on the otherhand, the development of villages into tourist villages has not been able to provide a positive impact on improving living standards, the availability of recreational facilities for local communities, improving health and sanitation, reducing poverty, and decreasing the level of population urbanization.

TABLE II. IMPACT OF TOURISM ON SOCIAL LIFE ASPECT

Indicators	N	Min.	Max.	Mean
Improve the living standards of the local community	50	1.00	5.00	2.68
Improve regional infrastructure	50	3.00	5.00	4.08
More recreational facilities for the local community	50	2.00	4.00	2.50
Improve health and sanitation facilities	50	2.00	4.00	2.64
Reduce poverty	50	2.00	5.00	3.32
Inconvenience to the local community	50	1.00	5.00	2.62
Increasing crime and social problems	50	2.00	4.00	2.46
Improve the image of the village	50	2.00	5.00	3.98
Reduction of rural exodus	50	1.00	4.00	2.44

Source: Researcher's calculation based on the field survey, 2019.

B. Discussion

The purpose of this paper is to describe and discover the socio-economic impacts of tourism development in the area of Tourism Village in Bali based on the perceptions of local residents. Analyzing the impact of village development into a tourism village provides very important information in developing and evaluating strategies that have been built. By looking at the concept of rural tourism development that tourism ideally provides maximum contribution in sustainable rural development, balancing agricultural and non-agricultural activities, providing stimulus in providing employment, and contributing to the development of local communities [16]. To achieve this goal, the tourist village should ideally be developed in reference to the concept of the Community Based Tourism Development (CBTD). CBTD is a solution to facilitate rural community development based on issues of empowerment, independence and sustainability. In simple terms, the concept of CBTD adheres to the principles of development of, by and for society.

Based on the results of the analysis of data from informants as shown in Table I and Table II, that the development of several villages in Bali into tourist villages has not touched an important part of people's expectations on the economic aspects. Tourism village development is expected to be able to increase the household income of the community, be able to create business opportunities (investment), increase community living standards, reduce poverty, and tackle the level of urbanization. Precisely on these indicators the development of rural tourism in Bali is perceived as

having a negative impact on local communities. Based on field observations and more in-depth interviews with informants it was found that the development of tourism villages had not been through good planning and a comprehensive management model that referred to the concept of Sustainable Tourism Development (STD). It is feared that the management will be vulnerable to horizontal and vertical conflicts.

The findings in the field illustrate the development of investment in tourist villages in Bali dominated by urban residents. This pattern gives an indication of the development of tourist villages in Bali that have not made the CBTD concept the main reference. If it is not properly anticipated, this condition creates a gap that is increasingly far away economically and allows it to urge other sectors (especially the agricultural sector). Two weaknesses in developing tourism villages on economic aspects have reciprocal relationships, between increasing family income and the availability of investment opportunities. Considering the characteristics of local communities in developing tourism activities in the village is very important. Individually the local community is in a helpless condition, but it requires a group empowerment design. Thus local communities can actively participate in the context of developing tourism villages.

The negative impact caused by the development of tourist villages economically has a further impact on social aspects. Local people assess tourism development as not having a positive impact on improving living standards, reducing poverty, and reducing urbanization. Therefore, efforts to empower the community are very important to consider. The findings of the previous research state that increasing community capacity is a success factor in the process of developing quality tourism and providing competitive tourism activities towards sustainable rural tourism development. It should also be understood that the success of the development of tourism villages is determined by how much benefits are obtained by local residents [17].

The research findings based on the results of more in-depth interviews with informants are known that the development of tourist villages tends to be economically oriented. On average, it conveyed how this tourist village was able to present as many tourist visits as possible in the hope that income from tourism villages would also increase. This perspective is not relevant to the principles and characteristics of rural tourism development that serve tourists with specific interests. This will change the concept of alternative tourism development into mass tourism, and is vulnerable to creating a greater negative impact on aspects of society's social life, nature, culture and architectural heritage of rural areas. In fact, in the process of maximizing economic growth in the long run, tourism development is important to reduce negative social and environmental impacts. Thus the development of tourist villages will not change the village identity as a source of uniqueness.

The research also found that the development of tourist villages in Bali did not have a negative impact which resulted in changes in the patterns and habits of life of local communities. Tourism activities in tourist villages run without causing conflict between local communities and tourists. Tourism does not interfere with people's comfort in carrying out their daily activities. The community is very easy to interact with tourists as a reflection of the strong culture and customs of local communities that are open to immigrants. The community also agreed to state that tourism does not significantly affect the increase in crime and increase social problems. Even people strongly agree that tourism development in tourist villages in Bali has a positive impact on improving the quality of infrastructure and image of the village. This makes Bali tourism has the power to face the level of competition in the tourism sector which continues to increase in this global era.

V. CONCLUSIONS

Through a methodological approach, this research has drawn conclusions about the impact of tourism from an economic and social point of view on Tourism Villages in Bali. In general, the development of tourist villages in Bali focuses on natural and cultural resources as a tourist attraction. Based on the local community's perception, the tourism village development totally has a positive impact on economic aspect, as well for social life aspect. In the perspective of achieving four strategic objectives, namely pro-poor, pro-growth, pro-job, and pro-environment, there are still weaknesses in achieving pro-poor and pro-growth targets. So that the target of equitable development outcomes and improvement of the welfare of rural communities must continue to be maximized.

The design of tourism village development as a tourist destination area still needs to be discussed more intensely referring to the concept of STD, and village tourism management refers to the CBTD concept. The contribution of village development as a tourism village has not directly had a positive impact on increasing the household income of local residents. Development of tourist villages has not provided extensive opportunities for local residents for business development, has not been able to suppress the wave of urbanization, and improve the quality of life of local communities. On the other hand, tourist villages have power in the context of traditional and cultural preservation. Where the research findings illustrate the absence of changes in the essence of the social life of the community.

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