

# *Principles of Tourism Code of Ethics and Community Priority Rights in Tourism Management Based on Regional Regulation No. 1 of 2014 Concerning the Implementation of Tourism in Buleleng Regency*

I Putu Gede Parma

Economics Faculty  
Universitas Pendidikan Ganesha  
parma1708@yahoo.com

*Abstract—The implementation of tourism is directed at increasing the welfare and prosperity of the people in the context of realizing a just and prosperous society through increased regional income, expansion and equal distribution of business and employment opportunities. This research identifies the Principles of Tourism Code of Ethics in its implementation in Buleleng Regency and the Community Priority Rights in Tourism Management Based on Perda Number 1 of 2014 concerning the Implementation of Tourism in Buleleng Regency. This research is categorized as a descriptive qualitative research, the operational definition of the variables in this study is divided into two parts, and the first is the principles of the code of ethics of tourism in its implementation of the development of tourism in the Regency of Buleleng and second, the priority rights of the community in organizing tourism activities based on Perda No. 01 of 2014 in the Regency of Buleleng. In this research, the subjects of the research are the tourism activity actors both in government, business people, and academics, while the object of research is the implementation of tourism in the Regency of Buleleng in the fields of hospitality, restaurants, tourist attractions, and tourism services in the Regency. The data analysis technique used is the method of interview, observation, and study of literature and documentation. The results of this study are that there are ten principles of a code of ethics for tourism which are used as a basis for the implementation of tourism activities in the Regency of Buleleng, and the priority rights of the people of the Regency in implementing tourism activities can be seen from article 14 paragraph 1, Article 17 b, Article 19 paragraph 1, Article 20, Article 21, Article 22, Article 60. So it can be concluded that the Regency of Buleleng is still very likely to develop again, what we can see in the field is that the local community has begun to intelligently manage tourism villages by diverting their mainstay tourism objects into new tourist areas which has the potential as a snorkeling spot with current waves that are very in accordance with the standards for snorkeling. In addition, they have also succeeded in organizing the Twin Lake Festival which has been scheduled as an annual fixed agenda in an effort to attract tourists to visit the Regency of Buleleng. Broadly speaking, the principle of community priority rights on the principle of tourism development in the implementation of the concept of CBT (community based tourism) can be divided into 3 aspects, namely relating to access, control and*

*benefits of tourism development for the community. The access aspect relates to the ability of the community to reach / engage / touch with tourism development.*

*Keywords—community based tourism; community priority rights; tourism ethics code*

## I. INTRODUCTION

Tourism is one of the mainstays in foreign exchange earnings for both national and regional development. This is in line with the function of tourism as stated in Article 3 of Law No. 10 of 2009 on Tourism to fulfill the physical, spiritual and intellectual needs of every tourist with recreation and travel and to increase state income to realize people's welfare. Likewise, the aim of tourism was stated among other things to increase economic growth and improve welfare. Tourism can also be said to be a catalyst in development because of the impact it has on the life of the economy in a country visited by tourists. Bali is a province that has more than 700 villages with tourism icons both nationally and globally, which are famous for its culture, hospitality and beautiful nature. Each village has its own uniqueness, as it is today, Bali as one of the main tourist destinations in the world receives tourist arrivals on average 1.3 million per year, with the following expenditure patterns: Accommodation 43.7%, Food 21.8%, Souvenir 17.5%, Tour 6.4%, Public transportation 4% (BTA, 2004). In general there are 2 types of tourists who come to Bali, namely: 1) Group tourists with high expenditure levels, 2). Individual tourists with low expenditure levels (TED, 2005).

Buleleng Regency as a tourist destination has several weaknesses, so that tourists who visit are relatively small when compared to other regions in the southern part of Bali, for example Badung Regency. These weaknesses include the distance to the provincial capital and the airport which is quite far, winding roads and inadequate tourism promotion strategies and natural resource management towards tourism

in Buleleng Regency which are still not optimal. Moreover, seeing the history of Bali, which used to be the Provincial Capital in the Regency of Buleleng, including being an entrance for foreigners through the sea port, the Regency of Buleleng has been known by tourists from the 1920s (Disparda, 2003). In fact, Buleleng Regency has many natural and cultural attractions that can be packaged into various types of tour packages such as spiritual tourism and ecotourism that are being respected by tourists, especially foreign tourists. Seeing these potentials, it is necessary to have rules that are used by the central and regional government in protecting tourism diversity in Buleleng Regency so that the implementation of tourism especially in the Regency of Buleleng can run optimally. However, it is also realized that being a tourist village without proper preparation will bring more losses compared to the benefits to be received by the village and the local community. Based on the description above, in addition to protecting the implementation of tourism so that it runs optimally and optimally, as well as supporting the survival of local communities in Buleleng Regency, therefore researchers are interested in conducting research with the title "Principles of the Code of Ethics for Tourism and Community Priority Rights in Tourism Management Based on Regional Regulation No. 1 of 2014 concerning the Implementation of Tourism in the Regency of Buleleng.

The implementation of tourism is directed at increasing the welfare and prosperity of the people in the context of realizing a just and prosperous society through increasing regional income, expanding and equitable business and employment opportunities, encouraging regional development, enriching national culture while maintaining the cultural personality of the region and preserving religious values, In realizing the objectives of the implementation of tourism referred to, it is necessary to integrate the roles of the Government, business entities and the community in synergy, harmony and balance in order to realize the potential of tourism in regions that have competitiveness, both at regional and global levels. With this regulation, it is expected that the implementation of Tourism can be carried out properly.

**II. METHOD**

This research is categorized as descriptive research. Descriptive research is research conducted to describe the state of being the object of research without making comparisons with other variables and having the characteristics expressed in actual conditions by not being converted into symbols or numbers. In this case, the researcher intends to find out matters relating to the principle of tourism and the organization of tourism based on the regulation 01 of 2014 in Buleleng Regency. This research was conducted at the Faculty of Economics, Ganesha University of Education, located at Jalan Udayana No. 11 Singaraja, Buleleng, Bali. The time needed in this research activity is within a period of 6 months with the following details (Fig I).

The operational definition is given a limit so that this research becomes clear and focused. The operational variables in this study are divided into two parts, the first being the principles of the tourism code of ethics in its implementation of the development of tourism in Buleleng Regency; and second,

the priority rights of the community in organizing tourism activities based on Perda No. 01 of 2014 in the Regency of Buleleng. In this research, the subjects of the research are the tourism activity actors both in government, business people, and academics, while the object of research is the implementation of tourism in the Regency of Buleleng in the fields of hospitality, restaurants, tourist attractions, and tourism services in the Regency. Data collection in this study uses several techniques in order to obtain complete data. The techniques used in data collection are as follows:

- 1) Interview
- 2) Observation
- 3) Documentation

No.	Event	Months					
		Januari	Februari	Maret	April	Mei	Juni
1.	Preparation						
2.	Identification						
3.	Data Process						
4.	Sample						
5.	Report						
6.	Printing						

Fig. 1. The period time of research activity

The documentation technique in this study was used to obtain research support data in the form of organizational structure, institutional profiles and documents on tourism implementation in Buleleng Regency in general. Based on the research mechanism above, the data in this study will be analyzed qualitatively by referring to the model as stated [1]. In detail the steps in this study can be written in steps, namely the activity of compiling data that has been collected, then classified into categories, concepts, prepositions, and patterns. After that an interpretation of the entire data will be carried out, namely by giving meaning and explaining the categories, patterns and looking for the relationship between various concepts and prepositions related to the focus of the research problem. The data analysis technique used is descriptive qualitative analysis, namely the purposive sampling research method in which the study was conducted randomly, by randomly selecting the object and subject of the study. The data that has been obtained will then be analyzed using descriptive techniques, content analysis, and data management as needed as input for improving the implementation of tourism activities. Overall, these activities will target product outputs that will be produced in stages within a period of 6 months that are innovative and applicable in the form of report on the results of research on tourism in Buleleng Regency.

### III. RESULTS AND DISCUSSION

#### A. Principles of the Code of Ethics for Tourism in its implementation in the Regency of Buleleng Tourism based on Law No. 10 on Tourism

Principles of the Code of Ethics for Tourism in its implementation in the Regency of Buleleng Tourism based on Law No. 10 on Tourism organized with the principle: a) upholding religious norms and cultural values as the embodiment of the concept of life in the balance of relations between humans and God Almighty, the relationship between humans and fellow humans, and the relationship between humans and the environment; b) uphold human rights, cultural diversity and local wisdom; c) provide benefits for people's welfare, justice, equality and proportionality; d) maintaining the preservation of nature and the environment e) empower the local community; f) ensuring integration between sectors, between regions, between the center and the regions which constitutes a systemic unit within the framework of regional autonomy, as well as integration among stakeholders; g) comply with the code of ethics of world tourism and international agreements in the field of tourism; and h) strengthen the integrity of the Unitary Republic of Indonesia.

#### B. Application of the Code of Ethics for Tourism in Buleleng Regency

Principle 1: The contribution of tourism to building mutual understanding and mutual respect between residents and communities. After conducting the research, there is a conformity of principle 1 with the conditions in Buleleng Regency. The positive thing that is reflected in principle 1 is that the Local People establish an intense relationship with the tourists present. They understand very well how important the role of tourists is to the state of their economy. We had asked one of the small business owners to ask for help in the vicinity of Buleleng Regency to help us start an interview with foreign tourists, they (Foreign tourists and stall owners) seemed to be very familiar and getting to know each other. This reflects the attitude of mutual respect aimed at residents with tourists and vice versa. Another thing that we also found was that foreign tourists contributed donations from the world funds provided by the Coral Reef Conservation, it was a real form of tourists' concern for tourism objects.



Fig. 2. Research documentation

Principle 2: Tourism as a medium to meet the needs of quality of life both individually and collectively. Some people of Buleleng Regency have made a living elsewhere, by building cafes (nightclubs, where there are karaoke and liquor),

and also stalls (called 'kiosk') on the beach (Lovina). The beach kiosk is owned by the group of mothers, named "Traders of Lovina Beach", which has been continuing for 3 years. In the 70's they used to sell souvenirs on Lovina Beach and could get around Rp 50,000 / day. Now, on the coast of Lovina, they sell drinks, food and small souvenirs to migrants and mostly foreign and local tourists who come to the place. In addition there is a preservation of coral reefs and dolphins that economically produce captive coral reefs and dolphins. Another economic side of the influence of the development of the Regency of Buleleng is the existence of financial income as village treasury. The financial income mainly comes from the entrance ticket funds that are charged to every person who enters the Tourism Destination Region with a tariff of Rp. 1,000, - for motorcyclists and Rp. 2000, - for motorists. Revenue from the entry ticket is quite large, where the funds are used to support village development and the need for maintenance of facilities and worship infrastructure in Buleleng Regency. Positively, the village people of Buleleng Regency have become more advanced. This can be proven by having started a number of people who are motivated to send their children to graduate school and even later to post-graduate level, as well as to the political life of the community where political figures have also begun to emerge from the Regency of Buleleng. Socio-cultural values that arise from the development of attack tourism objects are a trigger for people to want to move forward. Another positive example from the socio-cultural side is that the village community of Buleleng Regency has been positively moved to compete in an increasingly modern world. The culture of the community which initially relied on the results of the potential of the sea has changed to a number of other potentials such as the optimization of facilities for marine sports activities (water sports) and other economic trade activities.

Principle 3: Tourism as a Factor of Sustainable Development Buleleng Regency is one of the famous tourist destinations in Bali. But in reality, the Buleleng Regency is not yet worth mentioning as a tourist destination. Because there are several factors that are mostly negative, including: a) the existence of a Waste Disposal Site (TPA) which is very disturbing view along the road to several tourist destinations. The disposal site is located on the right side of the road leading to the tourist destination. Thus, tourists who visit there feel very disturbed. b) There are *acung* traders, which are still commonly found in the area of *Gitgit*, and other tours. c) As a result of sedimentation and high turbidity of water it causes stunted growth to be hampered. This is also aggravated by the activity of coral mining by fishermen. The loss of coral reefs also causes loss of living land for fish and other marine fauna. In addition, the loss of coral reefs also results in abrasion because there are no more breakwaters to protect the coast.

Principle 4: Tourism as a User of Humanity's Cultural Heritage and as a Contributor to the Development of Cultural Heritage Itself. Bali Island has another name, Seribu Pura Island. The temple has become a symbol for Balinese people and cannot be separated specifically for Hindus. In Buleleng there are temples at all distances, which are considered to make the island safe. One of them is Pulaki Temple, which according to the temple holders was built in the 16th century and until

now has not been replaced at all. Even so Menjangan Temple is not a major tourist attraction in Buleleng Regency for domestic and foreign tourists. Menjangan Temple is only crowded when Hindu holidays, such as Galungan and Kuningan. With. Cultural products offered by Buleleng Regency are very minimal or non-existent. And crafts such as souvenirs are nothing special and are old stock. There is no unique cultural activity in the Regency of Buleleng. Some other implementations include the following:

Principle 5: Tourism is a profitable activity for the community and tourist receiving countries. Other problems began to emerge related to the Construction of the New Airport in Buleleng Regency. For example, in point 2, principle 5 regarding the construction of facilities such as accommodation and restaurants. Besides that there are some mistakes such as land acquisition carried out in violation of the AMDAL by dredging and stockpiling to increase the land area of the new airport development. Investors should have conducted a study of the impact of the previous development project. They should also submit with full disclosure and objectivity of information regarding future program plans and the things that are expected to be the impact of these activities. Besides this, there are several implementations that can be carried out among them:

- 1) Local residents must be included in tourism activities and fairly enjoy the economic, social and cultural benefits they seek, especially in creating jobs that directly or indirectly arise from tourism.
- 2) Tourism policies must be directed in such a way as to improve the living standards of the local people in the areas that are visited and meet their needs; architectural planning approaches in the development of tourism and accommodation areas must be carried out in an integrated manner and integrated with the best possible local economic and social network; as well as the same competencies, priority must be given to local workers;
- 3) Special attention should be paid to special problems in coastal areas, island areas, as well as in rural areas or perishable mountains, where tourism is often an opportunity to deal with the decline of traditional economic activities;
- 4) Tourism professionals, especially investors, in collaboration with the central, regional and local governments, must conduct a study of the impact of development plans on the environment and the natural environment. They must also convey as transparently and objectively as possible, information about their future programs and expected consequences, and make it easy for dialogue with residents who are interested in the contents of their programs.

Principle 6: Tourism Development Is the Responsibility of the Stakeholders. If the Airport Development Project is associated with Principle 6 with a number of points. For example, at the first point, the parties concerned must be open with each other with the proposed agreement to the tourists regarding the contract price and so on. As we know that the Airport Development was impressed to cover the price of land at that time the market was around 200 million per acre.

However, at that time the Airport Development only bought the land of Buleleng Regency residents at a price of 8 million / are. And residents in Buleleng Regency are also promised to get a decent living because the Airport Development will build an area like the Airport in Denpasar. Besides that there are some obstacles related to media information at the time of this project, such as the intervention of some Airport Development people with the government Cities related to project development at the time. The impression is that information about Airport Development has been covered up.

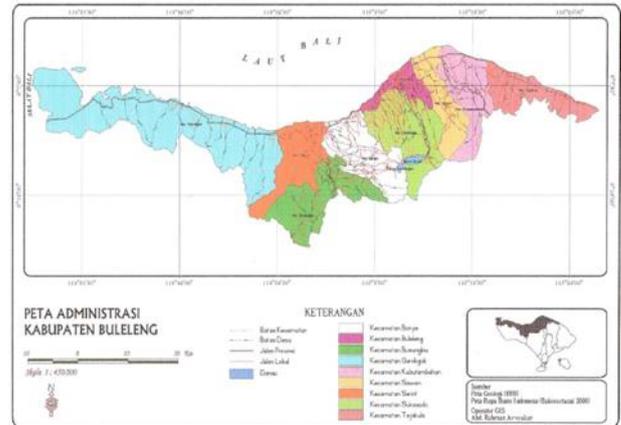


Fig. 3. Buleleng Administrative Area Map



Fig. 4. Research documentation

Principle 7: Uphold Tourism Rights. In observations that have been made, the rights of tourism in the Regency of Buleleng have been fulfilled. When viewed from the obligations of traders, they have applied it to tourists. The obligation of traders is to apply hospitality or hospitality to tourists. This can be seen from the familiarity of traders with tourists there. Then the obligation of other traders is not to disturb tourists who are vacationing in Buleleng Regency. While the rights of traders are to get rewards in the form of money from the sale of their services or services. The obligation of tourists is to maintain the cleanliness of the Regency of Buleleng, such as throwing trash in its place and paying their obligations, such as paying parking fees, paying for drinks, and others. And the rights they get are friendly service, public facilities such as toilets, comfort and safety in traveling without any interference from anywhere. It can be

concluded from observation that tourism rights in Buleleng Regency have been fulfilled. The merchant or manager of tourist attractions as well as tourists already understand their rights and obligations, so as to form harmonization between tourism actors.



Fig. 5. Research documentation

**Principle 8: Regarding Tourist Freedom of Movement.** If the condition of Buleleng Regency is related to the 8th principle regarding freedom of movement of tourists, then what we can conclude is that it has almost been fulfilled. Nowadays, Buleleng Regency has experienced development even though this project is neglected or can be said to have reached an end point that is difficult to repair. But the persistence of residents and the local government to redevelop the Regency of Buleleng is evidenced by the increasing number of tourists visiting the Regency of Buleleng. Buleleng Regency is also known to have a coral reef breeding place, and dolphins nearby. For other supporting facilities, on Lovina Beach is also equipped with small food stalls and public toilets, but far from decent. Near the beach entrance, many locals sell a variety of fresh grilled fish, and there are some residents who rent snorkeling equipment for tourists who want to enjoy the coral reef. However, some facilities such as accessibility / access road to the coast of the attack still suffered severe damage. Many of the main roads were damaged by being swept up by the water and limestone and some livestock such as cows that were left wandering and leaving large water footprints in the middle of the road which disturbed the view.

**Principle 9: Uphold the Rights of Workers and Entrepreneurs in the Tourism Industry**

- 1) Fundamental rights of workers who are paid, free workers in the tourism industry and other related activities, must be guaranteed with supervision from the government of the country of origin or the government of the destination country, with special attention in connection with certain constraints, especially related to the nature the seasonality of their activities, the global dimensions of their industry and the flexibility that often occurs due to the nature of their work;
- 2) Salaried workers, free workers in the tourism industry and related activities have the right and obligation to obtain initials and continue their education accordingly. They must be given adequate social protection. Job uncertainty

must be limited wherever possible; and a special status, especially regarding social security, must also be given to seasonal sector workers

- 3) All companies and persons, having been found to meet the necessary rules and qualifications, are entitled to be recognized to develop a professional activity in the field of tourism, under applicable national legislation; entrepreneurs and investors - especially from small and medium-sized companies - are entitled to easy access to the tourism sector with as few legal and bureaucratic restrictions as possible;
- 4) The exchange of experiences offered by various countries for implementing employees and workers, both permanent and non-permanent contributes to the rise of the world tourism industry; they must be provided as easy as possible and comply with applicable national laws and international conventions;
- 5) As an irreplaceable factor between development and development dynamics in international trade, multinational tourism industry companies do not abuse the dominant position they have, they must avoid becoming a cultural and social means imposed and fabricated on local communities; in return for the freedom to invest and run commercially, which are fully given to the multinational companies, and they must participate in local development by avoiding repatriating as much of the profits as they can and suppressing their imports, and reduce the contribution they make to economic development in the country in which they are investing;
- 6) Partnerships and established balance of relations between companies from the country of origin with companies in the destination country, have the same goals for sustainable tourism development and for an equitable sharing of benefits derived from tourism growth.

**Principle 10: Implement the Code of Ethics Principles.** Principle 10 is none other than the application of the 9 other principles. I can formulate it as follows:

- 1) Principle 1: The relationship between local people and tourists is already quite well established, local people understand very well the importance of the role of tourists for the survival of the island of attack, especially people who work in the tourism sector.
- 2) Principle 2: Some time after the construction of the new airport is stopped the community begins to think about diverting their investment to other fields.
- 3) Principle 3: Violation of this principle is the most felt, significant natural changes that impact the ecosystem of the Regency of Buleleng.
- 4) Principle 4: Menjangan Temple as a cultural heritage of historical value appears to be lacking maintenance, it should be able to maintain the physical condition of the building and its location which is still difficult for poor people to rent a boat to access.
- 5) Principle 5: The holding of a new airport construction project brings little benefit to the people of the Regency of

Buleleng with regard to the ease of access that is obtained from the making. Many residents have sold their land to investors.

- 6) Principle 6: Violation of this principle can be seen from the hands of the management of the damage caused by the construction of new airports.
- 7) Principle 7: The rights of women have begun to be fulfilled, this can be seen by meeting their needs with the existence of businesses owned by local residents.
- 8) Principle 8: Tourists can move freely except that the availability of public facilities such as toilets and trash cans is still a problem. Then the difficulty of finding information about information about the construction of a new airport also became an obstacle.
- 9) Principle 9: actually this principle has not yet been fully fulfilled, this can be seen from the many businesses of local people who went bankrupt.

In addition to this, there are several things that are implemented by Buleleng Regency on the code of ethics article 10 including:

- 1) Tourism actors, work together in implementing these principles and are required to supervise the effectiveness of their implementation;
- 2) Tourism Actors recognize the role of international institutions, first is the WTO, non-governmental organizations that are competent in the field of tourism promotion and development, both in the field of protecting human rights and the environment, and respecting general principles international law;
- 3) Actors must show their concern to submit, in the context of conciliation, disputes regarding the implementation or interpretation of the World Tourism Code of Ethics to an impartial third party body called the "World Commission for Tourism Ethics."

*C. Community Priority Rights in Tourism Management Based on Regional Regulation Number 1 of 2014 concerning the Implementation of Tourism in Buleleng Regency Based on the sounding of Article 21*

Everyone must: a. maintain and preserve tourist attraction; b. help create a safe, orderly, clean atmosphere, behave politely, and preserve the environment of tourism destinations. Article 22 Every tourist must: a. maintain and respect religious norms, customs, culture and values that live in the local community; b. maintain and preserve the environment; c. participate in maintaining environmental order and security; d. participate in preventing all forms of acts that violate decency and activities that violate the law. Article 23 Every tourism entrepreneur must: a. maintain and respect religious norms, customs, culture and values that live in the local community; b. provide accurate and responsible information; 14 c. provide non-discriminatory services; d. provide comfort, friendliness, security protection, and safety of tourists; e. providing insurance protection for tourism businesses with high-risk activities; f. develop partnerships with local micro, small and

cooperative businesses that need, strengthen and benefit each other; g. prioritizing the use of local community products, domestic products, and providing opportunities for local workers; h. improve workforce competence through training and education; i. play an active role in efforts to develop infrastructure and community empowerment programs; j. participate in preventing all forms of acts that violate decency and activities that violate the law in the place of business; k. maintain a healthy, clean and beautiful environment; l. maintaining the preservation of the natural and cultural environment; m. maintain the image of the state and nation of Indonesia through responsible tourism business activities; n. apply business standards and competency standards in accordance with statutory provisions. Article 24 (1) every person is prohibited from damaging some or all of the physical tourist attractions. (2) In the conduct of tourism businesses, it is prohibited to be used and / or utilized either directly or indirectly for activities that lead to gambling, drugs, prostitution and other immoral acts. (3) Physical damage to the tourist attraction as referred to in paragraph (1), performing acts of changing color, changing shape, eliminating certain species, polluting the environment, moving, taking, destroying or destroying the tourist attraction so that the result is reduced or loss of uniqueness, beauty, and the authentic value of a tourist attraction that has been determined by the Regent's Decree.

Participation or community participation in development (rural) is the actualization of the willingness and ability of community members to sacrifice and contribute to the implementation of the programs / projects implemented [2]. With the participation of the community, development planning is strived to become more directed, meaning that the development plan or program prepared is in accordance with what is needed by the community, meaning that in the preparation of the development plan / program a priority is determined (sequence based on the level of importance), thus implementation (implementation) development programs will also be carried out effectively and efficiently [3]. The community is an active actor in tourism activities aimed at improving the welfare of the community itself and tourism is the actualization of a populist economic system which is an activity of all layers of Indonesian society as a source of creative economy for the community [4]. Local community participation is involved since the beginning of planning, the preparation of the plan itself, and the implementation of the project, management and the distribution of its results are absolutely essential so it must be emphasized in the draft plan. Reference [5] stated that participation must empower the community to be one of the determinants of project stages, but at the same time also teach them to have responsibilities and commitments and the results and risks that might be achieved through the project. The process of participation starts from the foundation of community independence so that they can improve their standard of living, use and access local resources as best they can, both natural and human resources. According to [6] participatory planning is a stage of the process of community empowerment that starts with a participatory state study stage obtained from information collected.

**IV. CONCLUSION**

Buleleng Regency does have experience from the construction of the New Airport which was stopped in the middle of the road, but that does not mean that tourism activities in Buleleng Regency have stopped completely, the community is starting to realize the potential existence in Buleleng Regency and trying to rebuild. Butler's theory (1980) is a theory of the Destination Area Lifecycle, then Buleleng Regency can be classified into Rejuvenation Phase or in the rejuvenation phase with an indication that Buleleng Regency is starting to improve to become better and to explore their potential. Buleleng Regency is still very likely to develop again, what we can see in the field is that local people have begun to intelligently manage tourism villages by diverting their mainstay tourism objects into new tourism areas that have the potential as snorkeling spots with wave currents that are very in accordance with the standards for snorkeling. In addition, they have also succeeded in organizing the Twin Lake Festival which has been scheduled as an annual fixed agenda in an effort to attract tourists to visit the Regency of Buleleng. The result of their efforts is a surge of tourists visiting Buleleng Regency each year, following the data we obtained from the Bali Provincial Tourism Office:

**TABLE I. TOURIST ATTENDING TO BULELENG REGENCY**

No	Place of Interest	2007	2008	2009	2010	2011
1	Buleleng Regency	1.358	1.173	20.478	89.822	146.528

Broadly speaking, the principle of community priority rights on the principle of tourism development in the implementation of the concept of CBT (community based tourism) can be divided into 3 aspects namely relating to access, control and benefits of tourism development for the community. The access aspect relates to the ability of the community to reach / engage / touch with tourism development. Access can be obtained by the community through land ownership and the existence of small businesses owned / developed by the community. The control aspect is closely related to community involvement in the decision making process, as an indicator of political power and bargaining power in the community. Control over the development of tourism can be developed through the mechanism of maintaining social capital, the role of local institutions, cultural resilience and local wisdom. Social capital is an internal resource, which is strengthened through the role of local institutions as a symbol of power. Cultural resilience is the capital to adapt to changes arising from tourist arrivals. Local wisdom is an instrument of the community to adapt to changes while maintaining local characteristics. The benefit aspect is the expected output from agro-tourism development where the community receives more tourist arrivals. Indicators of the benefits felt by the community are community participation in employment and business opportunities both quantitatively and qualitatively. In order for access and benefits derived from agro-sustainability activities, the community needs to integrate technology in operational and managerial business activities. The author has several suggestions to

improve the situation that is happening in Buleleng Regency, here we formulate the suggestions that we provide:

Thank you to the Regional Government of the Regency of Buleleng for its efforts and maximum contribution to the development of the tourism area in the Regency of Buleleng, but criticism and suggestions are still needed for the smooth and sustainable development of tourism in the Regency of Buleleng in the future, the Government can pay more attention to the Regency of held promotions on the tourist village of the Regency of Buleleng, and empowered local communities, built more complete facilities and infrastructures to meet the needs of tourists, established cooperation with local communities to run tours that are oriented towards sustainable tourism.

The role of the government in managing tourism resources appears dominant. Yet when referring to a clean and sustainable government governance approach the role of the government is expected to be a facilitator by giving greater roles and benefits to the community. This shows that tourism development based on community participation has not yet been realized in this region. Society is not yet the main subject of development, but is still the object of development. This is because the opportunity to participate is still limited. The tap to participate is still not wide open. The community feels displaced by the changes that occur without having the ability to get involved in development. Local people, especially village communities in Buleleng Regency need to be invited to design their own tourism models that will be developed. So far, tourism developed in the tourist village has never been designed by them. Tourism developed is designed by people outside the village. Local people are marginalized. The development of a tourism village goes according to the needs of the community, there must be a guarantee of 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 tourist villages and provide a greater role for the community by opening up space for the community to participate. During this time the community is accustomed to carrying out what was ordered by the government and not accustomed to participating.

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