

The Involvement of women on Business Activities in Kuta Tourism Area to support Sustainable Tourism

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Abstract—One of an important element in sustainable tourism is the involvement of local communities in tourism development in a tourism area. The purpose of this study is to identify the involvement of women in the business activities in Kuta tourism area (Kuta Customary Village and to design a recommendation model on gender equality involvement at business activities in Kuta Customary Village. This study uses cultural studies and tourism approach to see whether there are marginalization and subordination to women involved in the tourism business activities. Data was collected through in-depth interviews, questionnaires with women involved in the business activities in the Kuta. Customary Village. Data obtained were analyzed by qualitative techniques of Miles & Huberman theory namely data reduction, data display, and data verification or drawing conclusions. The results of this research shows : (1) from the five business activities involving women, there is no marginalization and subordination of women found, (2) The recommended research model is expected to be a reference for selecting members in each business activities so that it can meet justice and gender equality for sustainable tourism in Kuta Tourism Area.

Keywords— *women's involvement, business, tourism area, sustainable tourism Introduction (Heading 1)*

I. INTRODUCTION

Sustainable tourism in a broader sense contains at least 5 elements as explained in Muller's pentagon magic, namely economic wealth, guest satisfaction, healthy culture, protection of natural resources, and well-being of local communities [1]. The five elements are interconnected in maintaining the sustainability of a destination or tourism area. The involvement of local communities is also the focus of studies in terms of socio-cultural [2] [3], not only the local community, but gender involvement is also studied in

sustainable tourism. Why is gender? Because in the ideology of development, all parties must benefit from the development especially associated with sustainable development. The involvement of Balinese women in tourism development has been extensively investigated even since 1996. From the study it is said that Balinese women are already involved in tourism, but female workers get lower salaries than men at the same level [4] [5]. The Kuta Tourism Area which is an integrated type of area [6] is one that involves local communities in various dimensions of tourism, this is because Kuta has become an international village as well as a traditional village in the midst of the influence of globalization that is happening. Kuta tourism area is traditionally supported by the *Desa Adat Kuta* (Customary Village) which is headed by an *Bendesa Adat* (Head of customary village) and the *Klian Adat* (head of sub-village) as regulators in each of its floods. *Bendesa Adat* has an important role very in tourism especially in managing the people involved in tourism areas, socially, environmentally, and economically [7]. From economic and socio-cultural aspects, especially community involvement. can be seen in the business activities that has been established by the Kuta Customary Village [8]. Tourism development is expected to be able to prosper the local community in order to realize the sustainability of tourism itself. There has been a lot of research on local community participation, but very few have touched gender involvement. Gender in question is equality and justice between men and women involved in the tourism business, because some research results show that women still have limited access to tourism business [9], even to Thai Akha destinations (female Akha souvenir vendors) said to experience gender inequality [10] [11]. The local Kuta community that supports the Kuta tourism area is a

community that is resilient to the onslaught of globalization and because it has long interacted with foreign tourists and the archipelago. This is also caused by the type of Kuta tourism area which is a type of area whose development is integrated, in contrast to the development of the Nusa Dua area which is an enclave development. The Kuta Tourism Area is one of the tourism areas included in the national strategic area in accordance with PP No. 50, 2011 concerning the National Tourism Development Master Plan for 2010-2025, the Kuta tourism area is also included in the National Tourism Strategic Area (KSPN) [12]. The involvement of the community in the Kuta tourism area is mostly from the local community of *Desa Adat Kuta* and a small portion also from migrants who being settled in Kuta. The local community consists of men and women who participated in 5 business activities (Kuta Beach Management Agency, Asset Management Agency, Migrants Management Agency, Business Management Board, Micro Finance Institution). Seeing the phenomena of Balinese women who play a dual role in socio-cultural and economic aspects, such as happened in *Desa Adat Kuta*, it is necessary to examine how the involvement of Balinese women in tourism, especially in the 5 business activities. In addition, it is necessary to look at the culture of whether the involvement of women in the business has not been subordinated and marginalized to them on various occasions.

II. RESEARCH METHOD

This research uses qualitative analysis [13], approached with cultural studies and sustainable tourism studies and gender. Data was collected through observations in Kuta tourism areas (Kuta Customary Village). The research instrument is the researchers themselves, equipped with a voice recorder to conduct in-depth interviews with respondents. The data collection techniques are through direct observation to every business activities, taking documentation related, and in-depth interview with Head of Kuta Customary Village (*Bendesa Adat*) and 5 Head of business activities. Thirteen (13) Head of sub-village of Kuta (*Klian Adat*) are also interviewed to verify the correct information.. While the analysis technique is in accordance with the procedures of qualitative analysis as stated in [14], data reduction, presentation, conclusion and verification.

III. RESULT AND DISCUSSION

A. Women involvement in 5 Business Activities in Kuta Tourism Area

Kuta tourism area is one of the strategic areas of national tourism (Kuta-Sanur-Nusa Dua) located in Kuta District, Badung Regency, Bali. This area is very famous for its white sand beaches and sunset, which is already well-known throughout the world. The crowd of beach visitors, also has an economic, socio-cultural and environmental impact on the local community. From the economic and socio-cultural aspects, many local communities are involved in several business activities regulated by the Adat Village of Kuta. The Kuta tourism area, like other tourism areas on the island of

Bali, is inhabited by customary villages (*desa adat*). This villages have autonomy in managing their own villages in collaboration with official villages that are under the village, district, regency and provincial governments. To maintain the sustainability of Kuta beach tourism and the involvement of local communities, business activities are created that can regulate businesses that are existing around Kuta beach under the auspices of the customary village.

1) Kuta Beach Management Activities

One of the 5 business activities is Kuta beach management activities, that is managing vendors and sellers along the beach. The members of this activities is the largest participants than other activities, due to the business unit in this beach are very diverse. The existence of business participants in the Kuta beach area can be shown as Table 1. The ratio of business participation that observed from gender is as much as 44% of male and 56% of female. Percentage the type of businesses that mostly around Kuta beach area are surfing service at 16.3% with the ratio of 78% for men and 28% for women, massage at 13.8% with the ratio of 4% for male and 96% for female, and also manicure, pedicure, and plaited hair at 12.9% with the ratio of 3% for men and 97% for women. Average income of business people is Rp. 5,100,000 per month. The role of working women in order to increase family income already increased. The role of women shifted into working person due to economic factor.

TABEL 1 KUTA BEACH BUSINESS ACTIVITIES

No	Business Unit	Sex		Total	%
		M	F		
1	Fruits	9	15	24	2.1
2	Painting	3	1	4	0.3
3	Watch	20	1	21	1.8
4	Sun Glasses	13	1	14	1.2
5	Sarong	4	108	112	9.6
6	Coconut Drink	2	4	6	0.5
7	Shell	7	2	9	0.8
8	Loan lender	0	3	3	0.3
9	Kites	6	0	6	0.5
10	Food	22	20	42	3.6
11	Massage	7	154	161	13.8
12	Manicure/pedicure	4	147	151	12.9
13	Drink	92	45	137	11.7
14	Statue	23	78	101	8.6
15	Umbrella	32	4	36	3.1
16	Silver	19	0	19	1.6
17	Cigarette	13	0	13	1.1
18	Sandal	0	2	2	0.2
19	Blowing gun	13	6	19	1.6
20	Surfing	137	53	190	16.3
21	Tattoo	74	5	79	6.8
22	Matrass	18	1	19	1.6
Total		518	650	1,168	100

TABEL 1 KUTA BEACH BUSINESS ACTIVITIES

This fact showed that tourism business in the activities of Kuta beach area is able to increase the income of the community and bring happiness in business, and most people

in the Kuta beach business activities feel satisfied with the income they get from work in each business activities.

Besides that, doing business in this activities has the opportunity to get a lot of friends and can also add a broader outlook and insight, flexible working time with the spirit of "ngayah" (social work) or "menyama braya" (brotherhood) in the customary village.

The involvement of women who are more dominant in the beach tourism activities shows that women contribute to supporting the family economy and have the same opportunity to conduct business activities in accordance with their desires and competencies. However, women are still at the level of business executors, not as decision makers in business management.

1) *Asset Management Agency*

The second business activities is asset management agency, which covers art market and night market. The involvement of business people in the asset management agency of Kuta Customary Village, 37% male and 63% female. The dominance of women in this activities is due to the time to try this business is not bound and when there are no customers, they use the time available to carry out activities to make a traditional equipment for offering ceremonies of Hindu religions such as *porosan*, *clmik*, *ceper*, *tamiang*, and others which is made of coconut or palm leaf. The average daily sales turnover of Rp. 1,064,000 with an average daily expenditure of Rp. 738,000. Earnings obtained are used to help the husband's income in overcoming the family economy. Overall, both men and women, 67% feel happy, and 33% feel very happy about the work and the results of the work they are doing.

2) *Migrant Resident Agency*

The large number of *krama tamiu* (migrant resident) who came and settled in Kuta also needed special attention from all elements of the leadership of customary village in Kuta. One thing is done is to regulate their existence by demanding their rights and obligations that must be fulfilled by the migrant residents. In managing levies or payment from them, a body or agent is also formed involving the local community. Coincidentally, those involved in business management in the migrant resident management activities were all women at the operational level and felt very satisfied in business management activities. They are paid Rp. 1,300,000 per month, but all of them said, they are very satisfied and very happy because it is their hobby. In addition, work is not bound and is considered as part-time work.

3) *Financial Management Board*

Financial Management Board or *Badan Pengelola Keuangan (BPK)* is the other unit business activity in this village. The distribution types of work of financial management board, 12% as administrative staff, 20% as operational staff and 68% as collectors. The involvement of gender in this management is 32% of men and 68% of women. Overall income per month is Rp. 3000,000 with an average expenditure of Rp. 4000,000. Actually, this income is

still below of the family's needs, but at least it is an additional income for the family to support the husband's income. All management staff feel very satisfied and very happy with the field of work and results of their work. This can be happened because of the combination of competencies that are owned as well as their hobby.

4) *Microfinance Institution*

Microfinance Institution or mostly called *Lembaga Perkreditan Desa (LPD)* is also one of important core of business unit in *Desa Adat Kuta*. From this institution, The member of village can loan and save their money. The income of this microfinance can be used to pay the need of religion and customary of this village. Especially for paying panca yadnya and preservation of culture in village as well as a sustainable tourism destination. The distribution of the microfinance activities, seen from the gender, there are 49% of women and 51% of men. As many as 29% of women are seen from the occupational level as the Section Chief, 29% as the teller, 17% as the Collector, 8% as the Head of the Section and 4% respectively as the Secretary, Cashier, Administrative Staff and Security Unit.

The recruitment mechanism for managers in each business activities is based on competency, responsibility, interests, hereditary, and quota in each *banjar* (sub village). At present recruitment has not seen how many men and women are involved. Incidentally, the number of men and women involved was a bit balanced. Managers in each business activities report the results of contributions from each activities to the Financial Management Board (BPK) of the Kuta Customary Village. The BPK then made a report on the results of the contribution to be delivered to the Customary Village of Kuta through Kelian Adat Kuta Village. The results of this contribution in accordance with the results of the Kuta Customary Village deliberation can be used to support traditional activities in the form of panca yadnya (five sacrifice/offering), *dewa yadnya*, *manusa yadnya*, *yadnya pitra*, *butha yadnya* and *Rsi yadnya* of this village. The activities include: the god's ceremony in the temple which is the responsibility of the Kuta Customary Village, the god's ceremony in the temple at 13 *Banjar* in Kuta Customary Village.

B. Model of Women involvement in Business activities of Kuta Tourism Area

Based on the data and information on women involvement in business activities, can be recommended a model of Women involvement in Business activities of Kuta Tourism Area in order to meet a better construction in accordance with to "The Guide to Gender Diversity in Employment" [15] by selecting gender diversity workplace, that can be revealed such benefit as follows: Attract and retain the best employees; Reduce the cost of employee turnover; Enhance organizational performance; Improve access to target markets; Minimize legal risks; Improve customer insight and satisfaction; Enhance an organization's reputation; Improve the economic

advancement of women; Engage stakeholders and promote partnerships; and Improve creativity, agility and loyalty.

In order to meet gender equality of local community involvement, in this research was designed the model as shown in Figure 1. The recommended model can be explained or started from Kuta Tourism Area as a main destination in Bali. As famous destination, Kuta beach will have some effect toward local community socially/culturally, economically, and environmentally. Local community in this case is community of Kuta Customary Village. When the member of the business activities is selecting or recruiting, it will be recommended based on their competency, contribution, responsibility hobby, as well as their gender, so that can be achieved a gender equality in this business activities involvement. Therefore, this strategy is far from the dream, but at least must be continuously sounded, although the strategy for gender is always said still strategy .

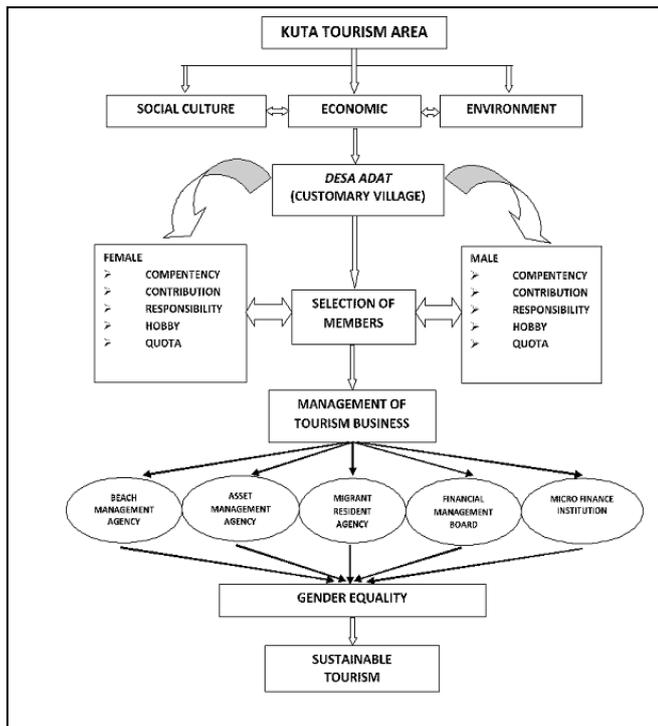


Figure 1. Model of Women involvement in Business activities of Kuta Tourism Area

IV. CONCLUSION

Based on the discussion of the results of the above research, it can be concluded that the involvement of women in tourism in the Kuta tourism area has been running in accordance with the competencies, contributions, responsibilities, hobbies, quota of each banjar on the selection of business activities managers. The involvement of women in the business activities on Kuta beach occurs naturally and there is no marginalization of women. However, to maintain

harmony in the future, and to meet gender issues, a model for how to recruit managers and entrepreneurs needs to be made so that gender equality and justice can be realized for the future of Kuta's tourism area, and the sustainability of Kuta Tourism as an international area supported by the Village traditional customs

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