

The Study on Village Tourist Potential Exploration in Karangasem Regency

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Abstract—Karangasem Regency has a lot of authenticity in customs, arts, culture, and natural beauty and exoticism in rural areas. However, the exploration on the rural tourism in Karangasem Regency has not developed professionally. This study attempts to search the potential rural tourism in Karangasem. This research applied descriptive qualitative. The result was It is necessary to support various aspects of tourism as it will be able to provide satisfaction to tourists and even able to create an authentic impression for domestic and foreign tourists. In terms of a tourism destination development strategy by looking at the potential of the region, it requires specific critical thinking. Exploring the tourism potential in Karangasem regency will later be used as a pioneer in developing tourist destination effectively and able to display the specific advantages of each destination. In the long term, it can be used as a database in building tourism that is interconnected among one tourist destination and other specific tourism aspect.

Keywords—*village, tourism, regional original income, specific strategy*

I. INTRODUCTION

Karangasem Regency begins to strengthen the tourism branding in its area as "The Spirit of Bali", which is also known as "The Spirit of Bali". The introduction of branding is one of the strategies in promoting Karangasem Regency nationally and internationally. One of the expected impacts is the growth in the number of tourists visiting both domestic and foreign countries to this region. This effort is driven by the low Regional Original Income (PAD) currently owned. The contribution of the economic sector, especially tourism, is still below the contribution of the mining sector (excavation C).

Data from the Central Statistics Agency Karangasem, this area has 8-star hotels and 294 non-star hotels. The total rooms available in this eastern tip of Bali are 3,314 rooms. The level of foreign tourist who visited at the end of 2017 was 400,435 people, growing 16.5% compared to 2016 visits of 343,274 people. However, this number had not reached 10% of the total number of foreign tourists visiting Bali last year which was 5.6 million people. Observed from the perspective of the number

of domestic tourists, it was even lower, only 158,797 people, down from the previous year which reached 164,522 people.

The low number of tourist visits must be studied comprehensively from various perspectives by evaluating tourism products, infrastructure, human resources, promotions and other resources. In addition, it is also necessary to conduct a study of the characteristics of the tourists who are targeted so that they can determine the right marketing strategy according to the tourism potential of Karangasem Regency. Understanding tourist motivation as an integral part in the development of tourism products and activities.

Karangasem regency has a lot of authenticity in customs, arts, culture, and natural beauty and exoticism in rural destinations. Likewise, relics from the kingdom era are what make this area very interesting to visit. These potentials can make optimistic thinking in the long term. Karangasem Regency has a strong competitiveness among tourist destinations in Bali Province.

A significant effort in preparing the tourist destinations is obliged. Exploration of village-based tourism potential is very necessary as an effort to introduce the uniqueness of Karangasem Regency as a destination worth visiting. It is necessary to strengthen in various aspects of tourism to be able to provide satisfaction to tourists and even be able to create an authentic impression for domestic and foreign tourists.

Geographically, the location of Karangasem Regency which is situated in the far eastern tip of Bali Island challenges the improvements in developing the tourism aspect in this area. On the other hand, this distance constraint can be an opportunity to increase the length of stay of tourists. Of course, it takes a lot of effort how to develop existing tourism products and services that have a specific, unique appeal and are not found in other tourist destination areas in Bali.

In terms of a tourism destination development strategy by looking at the potential of this region, it requires specific thinking. Exploring the tourism potential in Karangasem regency will later be used as a basis to develop this tourist destination effectively and be able to display the specific

advantages of each destination. In the long term, it can be used as a database in building tourism that is interconnected between one tourist destination and another.

For this reason, this study was conducted to map the advantages of each destination according to its potential. Furthermore, from this mapping a specific strategy is formulated to make it relevant to the characteristics of the existing destination areas. The hope is to provide information, develop models and development strategies that show the advantages of each tourist destination in Karangasem Regency.

The scope of study proposed in this proposal includes two main objectives to be achieved, namely:

- Mapping the village tourism potential as a specific advantage of local potential-based tourist destinations (customs, culture, and nature).
- Provide recommendations to the relevant government as a basis for policy making.

II. THEORETICAL REVIEW

A. Village Tourism Definition

The existence of tourist villages in Indonesia is currently growing rapidly. The development of a tourism village can have a positive impact on the village community itself, including the existence of new work areas for the community so that it can reduce the unemployment rate in the village, besides that a tourist village that carries the concept of ecotourism will make a village able to maintain the natural and cultural preservation of the village. Another thing is a tourist village can make a village an independent village because it can provide alternative jobs that can be entered by the local community.

A tourism village is a rural area that offers authenticity both in terms of socio-culture, customs, daily life, traditional architecture, village spatial structure which is presented in a form of integration of tourism components, such as attractions, accommodation and supporting facilities [1]. According to Inskeep [2], *Desa Wisata*, is where a small group of tourists live in or close to a traditional atmosphere, usually in remote villages and learn about rural life and the local environment. Tourism Village is a place that has certain characteristics and values that can be a special attraction for tourists with a special interest in rural life. This shows that the main attraction of a Tourism Village is the unique life of the villagers and cannot be found in urban areas. Where the components of a tourism village include: (1) attractions or also known as tourist attractions, in a village is the entire daily life of residents along with the physical conditions of the village location that allow tourists to actively participate; (2) facilities, are resources specially made because tourists absolutely need them in their activities in the Tourism Village. These facilities can take advantage of the resources that the village already has or make something new according to the needs but do not leave the village's characteristics and uniqueness.

B. Concept of Sustainable Tourism Village Development

Rural tourism development is a rather new phenomenon when compared to traditional rural economic activities. To understand how rural tourism development differs from other forms of rural development, it is important to take a closer look at its attributes and amenities, which play an important role for those seeking a rural tourism experience. With the development of rural tourism in rural areas, it is possible that positive and negative effects will occur in the social, cultural and economic fields for the local community. When these effects on local people are assessed, the positive effects are expected to outweigh the negative ones.

To keep negative effects to a minimum, local people's awareness of rural tourism needs to be increased. The positive effects of rural tourism include changing the role of women in rural areas by employing rural women at the local level. Rural tourism increases the economic strength of the local community. In addition, residents who have increased their economic strength do not leave the area where they live, therefore immigration can be partially prevented.

Tourism villages currently tend to use the concept of ecotourism, where the tourism offered is all the potential of rural communities. Rural tourism makes people more aware of the authenticity of culture and nature in their villages so that they can maintain tourists' interest in traveling in tourist villages. Where is the uniqueness of the tourist village, one of which is shown from the preservation of nature and the village environment? Therefore, the development of a tourist village must maintain an economic balance by paying attention to the preservation of social and cultural life, conservation of cultural heritage and environmental preservation.

Rural tourism makes rural communities directly involved in tourism activities that make local people have full control or make their culture an attraction. Rural tourism development focuses on community participation, as they are key players in the tourism industry. The principle of developing a tourism village refers to the concept of community development. In this concept, the community can participate in three levels, namely: at the level of decision making, the level of implementation or the level of benefit sharing. If the community is at the decision-making level, tourism development can be considered as community empowerment [3].

Regarding full community involvement and community empowerment referring to the concept of community development, tourism management must be carried out using the right strategy. The presence of a community-based tourism management system (CBT) is considered appropriate to achieve the goals of sustainable rural tourism development. The concept used in CBT is closely related to empowerment, where the community is empowered first to be able to develop its own potential, with community empowerment trained to be able to help themselves (self-help), so that, in the development of a tourist village, the community is developed and empowered to be able to manage. tourism village itself.

1) *Community Based Tourism Development (CBT)*: The development of rural tourism provides a breath of fresh air for local communities to be able to actively contribute to development and benefit from development in their region. People today should be able to get more benefits from tourism in their region. Community-based tourism is a concept that emphasizes communities to be able to manage and develop tourist objects by themselves.

The definition of CBT is: (1) a form of tourism that provides opportunities for local communities to control and be involved in tourism management and development, (2) people who are not directly involved in tourism businesses also benefit, (3) demand political empowerment and the democratization and distribution of benefits to disadvantaged rural communities [4]. According to Suansri [5], CBT is a tourism that considers environmental, social and cultural sustainability aspects. CBT is a tool for community development and environmental conservation. Or in other words, CBT is a tool to achieve sustainable tourism development.

For this reason, there are several basic principles of CBT conveyed by Suansri [5] in his ideas, namely: (1) recognizing, supporting and developing community ownership in the tourism industry, (2) involving community members in starting every aspect, (3) developing pride community, (4) developing the quality of life of the community, (5) ensuring environmental sustainability, (6) maintaining the unique character and culture in the local area, (7) helping develop learning about cultural exchange in the community, (8) respecting cultural differences and human dignity, (9) distributing benefits fairly to community members, (10) having a role in determining the percentage of income (distribution of income) in projects in the community.

The main aspects of CBT development are 5 dimensions, namely: the economic dimension, with indicators in the form of funds for community development, the creation of jobs in the tourism sector, the emergence of local community income from the tourism sector; social dimension with indicators of increasing quality of life, increasing community pride, equitable distribution of roles between men and women, young and old generations, building strengthening of community organizations; cultural dimensions with indicators in the form of encouraging people to respect different cultures, fostering cultural exchanges, developing culture that is closely attached to local culture; environmental dimensions, with indicators studying the carrying capacity area, regulating waste disposal, increasing awareness of the need for conservation; the political dimension, with indicators: increasing the participation of local residents, increasing the power of the wider community, guaranteeing rights in natural resource management.

2) *Concept of community participation in CBT*. As many have explained that in the development of rural tourism (village tourism) community participation is very important in ensuring the success of sustainable tourism development.

Snyman [6], supports that tourism should be driven by the community, where community members are responsible for controlling the tourism infrastructure and facilities available around them. Both directly and indirectly, local communities get the impact of tourism (beneficial and unprofitable), and thus community participation is essential to better manage impacts and to get the benefits generated through tourism activities [7]. However, on the other hand researchers assume that participatory tourism development can vary from one location to another and from region to region.

In terms of community participation, one type of tourism approach used to develop tourist destinations is community-based tourism (CBT). In this approach, community participation is a key requirement for the successful implementation of CBT. The community-based tourism (CBT) approach emerged in the 1970s and was influenced by two main reasons. First, better recognition that tourism development does not have damaging environmental, economic and socio-cultural impacts on local populations. Second, the understanding that stakeholders often need to be involved in the policy-making process to ensure the success of tourism development [8].

III. RESEARCH DESIGN

This research uses a qualitative approach. This qualitative approach is intended to explore the opinions of local communities on the potential, the role of the local community system, which consists of the traditional “Banjar”, “Subak” organization, and informal organizations “Sekaa”, and management of tourism village management in the research area.

This study aims to map the advantages of each destination according to its potential. Furthermore, from this mapping a specific strategy is formulated to make it relevant to the characteristics of the existing destination areas. The hope is to provide information, develop models and development strategies that show the advantages of each tourist destination in Karangasem Regency.

A. *Research Location and Time*

This research was conducted in a tourist village in Karangasem Regency in the period 2020. The research was conducted for approximately 8 (eight) months.

B. *Types and Sources of Data*

This research will be conducted using a qualitative approach and the purpose of this study is to explore the potential and develop specific strategies for developing the potential of a tourism village in Karangasem Regency. Primary research data used in this study are data obtained from interviews with stake holders; village head, “*Bendesa adat*”, home stay manager, owner of tourist accommodation, farmer groups, household businesses and youth groups in the village.

C. Population and Sample

1) *Population*: The population in this study was all tourist villages in Karangasem Regency, Bali. The sample was chosen to support the data collection in this research.

2) *Sample and sampling technic*: Purposive sampling was used and the research was conducted in 10 out of 25 difference rural tourisms in Karangasem Regency. Questionnaire was employed and delivered to the responders, after delivering the questionnaire, the participants answer the items. In addition, forum group discussion was involved during collecting the data.

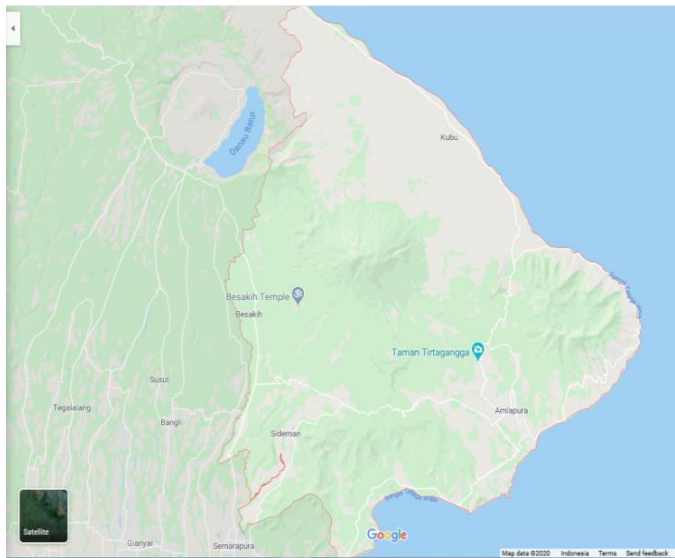


Fig. 1. Research location.

IV. POTENTIAL VILLAGE TOUR IN KARANGASEM DISTRICT TOURIST ATTRACTION

Each tourist village area has many objects tourism in Karangasem Regency, for example Several tourist villages have natural tourist objects such as Mount Agung, rice fields, beaches, hills, forests and biodiversity.

From a cultural point of view, the tourism in Karangasem district has a unique culture and does not exist anywhere else but in the tourist village itself. There is “*Usada Sumbu*” in the tourist village of Timbrah, Usada Gumang in the tourist village of Bugbug, there is a ritual of fire war (Teran Teran) in Jasri village.

For special tourism objects, several tourist villages have spiritual religious tourism sites, namely for adherence, for certain days according to the Balinese calendar, very crowded with people to do embracing.

Several tourist villages in Karangasem Regency also have artificial tourist objects that are made in accordance with the

current trend of people who like to take pictures. This object is made by utilizing the existing natural potential by combining it with supporting facilities that can be used to take selfies.

A. Infrastructure

All tourist villages in Karangasem Regency already have adequate facilities. Road access, electricity, drinking water and telecommunications are readily available. With this very adequate infrastructure, it will certainly make it easier for tourists to visit objects in the tourist village area and will also be able to provide good services for tourists visiting the village. the tour.

B. Facilities

Tourist accommodation owned by tourist villages in Karangasem Regency is relatively complete. Lodging in the form of homestays, lodging by utilizing the potential of residents' homes, restaurants, mini markets, health facilities and local transportation and vehicle rental are readily available.

C. Tourist Attractions

Ceremonies, arts, local values and traditions that exist in the tourist village in Karangasem Regency are unique and interesting. “*Usaba*” ceremonies in each tourist village are very varied and we do not find them elsewhere in Bali. “*Pujawali*” at Lempuyang Temple which is in the tourist village of Purwayu is a great ritual for the Hindu community in Bali. The arts in the form of dance dances are also very varied. Almost all villages have a “*Rejang*” dance, but between one another has differences in terms of both the dance and the costumes used by the dancers. “*Genjek*” attractions are very entertaining and art attractions that are very common in Karangasem Regency. The preservation of the value of ancestral values is still very strong in the community in tourist villages. the community strongly adheres to customs. The “*Megibung*” tradition, the mass pig roll, and a tradition that has taken root in the community are still ongoing today. The fire war that takes place in the Duda tourist village is a tradition that is always carried out at certain times. Home industry is a tourist attraction that can be enjoyed in several tourist villages, such as making pottery in the tourist village of Jasri, making woven mats in the tourist village of Tumbu.

There are 10 rural tourism objects which lead this research to explore those places become a popular destination (Table 1&2). These destinations are significant for the residents who live around these locations to enhance their economic and social networking. By developing the rural tourism in the new object, the improvements on these aspects can be held further in terms of tourism destination. All the rural tourism objects have accommodation, homestay, restaurant, transportation access and clinic which support this program. In terms of nature, hills and rice field dominate most of the places while jungle is only one tourism object located in Dukuh village.

TABLE I. POTENTIAL VILLAGE TOUR IN KARANGASEM DISTRICT TOURIST ATTRACTION

No	Tourist Village	Tourist Object				Media
		<i>Nature</i>	<i>Culture</i>	<i>Creation</i>	<i>Special</i>	
1	Sebudi	Agung Mountain	Usaba Dodol	Spot Selfie	-	Road Access and Electricity
2	Timbrah	-	Usaba Sumbu	-	Washing body using holly water	Road Access, Electricity and Water
3	Kastala	Rice Field	Dances	-	-	Road Access, Electricity and Water
4	Bugbug	Beaches and hills	Usaba Gumang, Dances	-	-	Road Access, Electricity and Water
5	Dukuh	Jungle and biological species	-	Industri rumah tangga	Spiritual Tourism	Road Access and Electricity, Digital Communication
6	Purwayu	Hills	Dances	Spot Selfie	Spiritual Tourism	Road Access and Electricity, Digital Communication
7	Jasri	Beaches and Rice Field	Fire Attractions	-	-	Road Access, Electricity, water and Digital Communication
8	Tumbu	-	Genjek dan Selunding	-	Spiritual Tourism	Road Access, Electricity, water and Digital Communication
9	Duda	Hills, Rice Field and Rivers	Sanghyang Dance	-	-	Road Access, Electricity, water and Digital Communication
10	Jungutan	Hills	Samsara	-	-	Road Access, Electricity and Water

TABLE II. POTENTIAL VILLAGE TOUR IN KARANGASEM DISTRICT TOURIST ATTRACTION (CONT)

No	Tourist Village	Facilities	Tourist attractions			
			<i>Art</i>	<i>Ceremony</i>	<i>Local Value</i>	<i>Tradition</i>
1	Sebudi	Accommodation, Restaurant, Transportation and Clinic	Babuang Dance, "Perang Sarang"	Usaba Dodol, Usaba Kapat, Ngendagin	Konsep Segara Mountain	-
2	Timbrah	Transportation and Clinic	Rejang Dance, Mabarang Joli	Usaba Sumbu, Usaba Kapat, Usaba Muu-muu, Usaba Dalem	Noble Value Education	Sculling Pig Offering
3	Kastala	Homestay	Tari Rejang, Solah Bedil, Solah Kepet, dan "Gebug Pelepah Pisang"	Usaba Sambah, Usaba ketiga	Noble Value Education	Tugleng-Tugleng Api (Pelepah Kelapa di bakar)
4	Bugbug	Hotel & Homestay, Restaurant, Transportation and Clinic	Tatebahan, Rejang Dance	Usaba Manggung, Usaba Gumang	-	"Magibung" eating together in a table, Daretan
5	Dukuh	Accommodation, Restaurant, Transportation and Clinic	Gong Kebyar, Bali Dance	Usaba Puseh, Desa, Dalem	Noble Value Education	-
6	Purwayu	Home stay, RM, Accommodation, Restaurant, Transportation and Clinic	Rejang Dance, Pendet Dance (Male), Pelegongan (Female)	Pujawali Pura Lempuyang	-	Usaba Nini
7	Jasri	Accommodation, Restaurant, Transportation and Clinic	Genjek Jasri, Rejang Dance	Ritual Perang Api (Ter-teran)	Noble Value Education	Home Industry (gerabah)
8	Tumbu	Homestay, Accommodation, Restaurant, Transportation and Clinic	Joged Genjek, Rejang, dan Pendet Dance	-	-	Home Industry (Anyaman Tikar)
9	Duda	Accommodation, Restaurant, Transportation and Clinic	Sanghyang Dance	Usaba Dodol, and Usaba Goreng	-	Siat Api (Fire Attraction)
10	Jungutan	Accommodation, Restaurant, Transportation and Clinic	Genjek, Tek-tekan, Ngoncang, Rejang	Usaba Desa	-	-

V. CONCLUSION

Based on the results of the exploration of the potential and tourism power in Karangasem Regency, it can be concluded:

A. Tourism Object

- There are 8 (eight) or 80% of tourist villages in Karangasem Regency that make nature a tourist attraction, such as: mountains, rice fields, beaches, forests and biodiversity, hills, rice fields and rivers.
- Meanwhile, there are 9 (nine) or 90% of cultural issues as tourist attractions, for example, usaba dodol, usaba axis, rejang dance, usaba gumang, fire war rituals (ter-teran), genjek selunding, sanghyang dance, samsara .
- Regarding artificial tourism objects, there are only 3 (three) or 30% of tourism villages that make artificial tourism objects, such as: selfie spots, home industries.

B. Tourist Attractions

- All tourism villages in Karangasem Regency make art problems such as: “Babuang” war nest dance, “Rejang Mabarang Joli” dance, “Rejang Solah” dance, “Solah Kepet” dance, and banana breathing “Gebug”, “Rejang” dance arrangement, genjek jasri, and press genjek become tourist attractions.
- There are 9 (nine) or as much as 90% of tourist villages in Karangasem Regency which make the ceremony as a tourist attraction.
- Meanwhile, there are 5 (five) or 50% tourist villages that make local value as tourist attractions, such as: the concept of “Segara Gunung”, preservation of ancestral values.
- As many as 7 (seven) or 70% of tourism villages in Karangasem Regency have made the tradition a tourist attraction, such as: offering sculling pig, fire “Tugleng-Tugleng Api”, eating together in one dish “Megibung”, “Usaba Nini”, pottery home industry and woven mats.

C. Infrastructure

The existing facilities and infrastructure in the tourist village support elements so that tourism activities can run smoothly. Almost all tourist villages have facilities and infrastructure to support tourism activities, for example: road access, drinking water, electricity, transportation, homestays, restaurants, mini markets, roads, telephones and others.

Furthermore, there are some recommendations which can improve the sustainability of rural tourism in Karangasem Regency:

- The corporation demands among administrators, youth organizations, leaders, artists, and micro small and medium enterprises in each rural tourism object.
- Government and tourism stakeholder must support to promote this program.
- Human resource should be trained to understanding the tourism destination program.
- The package of each rural tourism should be planed and built to create the significant relation among the village destination.

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