

Ecotourism Management Based on Local Wisdom in Ubud Tourism Area Gianyar Regency

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ABSTRACT

The tourism sector has contributed to development in Bali. This sector provides a multiplier effect in various fields, such as job opportunities, business opportunities, and income distribution. One of the regencies in Bali relying on the tourism sector to finance development is Gianyar Regency. Among the famous tourist objects in Ubud Tourism Area. Foreign and domestic tourists well know this area. Based on Article 1 section (4) of Act Number 10 of 2009 concerning Tourism, it regulates the shape of each person and country's needs and the interaction between tourists and local communities, among tourists, local governments, and entrepreneurs. In its implementation, the tourism development program model to promote the local community increases the functions of community-based tourism by paying attention to local wisdom. These research problems are: 1) what is the form of management of Ubud Tourism Area? Furthermore, 2) what is the management model to remain a tourist destination by paying attention to local wisdom? This type of research is empirical research. Qualitative techniques are applied in data processing, and the research location is in the Ubud tourism area. The discussion results show that the management is strengthened through a Regional Regulation on Spatial Planning which determines the tourist zone/area and several other derivative legal products. Then related to the management model, it still empowers local wisdom by adjusting technological advances, especially digitization. Moreover, through Walkable City, which puts forward its environmental aspects. So that Ubud tourism area as ecotourism can be maintained.

Keywords: Ecotourism, Local Wisdom, Ubud Tourism Area, Walkable City.

1. INTRODUCTION

The tourism sector has long been known as a reliable economic sector. This is possible as the scope of its activities is comprehensive, increasing the multiplier effect in employment opportunities, business opportunities, and income distribution so that the economic contribution can be experienced by the community, local governments (taxes/retributions), and the central government in the form of taxes and foreign exchange (Damanik, 2005). Through the commitment and the right government policies in achieving these conditions, more expansive space is opened for the community (particularly the local community) to obtain the distribution and redistribution of tourism resources.

Gianyar Regency is one of the regencies in Bali, has 59 tourist objects and attractions in the form of Archaeological Tourism, Nature Tourism, Marine Tourism, Wana (forest) Tourism. Based on the Regional Regulation of the Bali Province Number 16 of 2003 as amended based on the Regional Regulation of the Bali

Province Number 3 of 2020 concerning the Spatial Planning of the Bali Province for the Year 2019-2029. With the issuance of this regional legal product, it is hoped that the development of tourism facilities must be controlled, and the environment is maintained and does not turn off local wisdom. This provision stipulates that the area of Bali Province is set as 15 tourism areas. In comparison, Gianyar Regency has 2 (two) tourism areas, namely: 1) Ubud Tourism Area, and 2) Lebih Areas that continue to develop. Gianyar Regency has 59 tourist objects and attractions, in the form of; Archaeological Tourism, Nature Tourism, Marine Tourism, and Wana (forest) Tourism.

Thus, the development of the tourism sector is very reliable in contributing to Regional Original Income which contributes to the posture of the Gianyar Regency Regional Revenue and Expenditure Budget. One area famous for being a tourist destination is Ubud Tourism Area, in the Ubud District area. Foreign and domestic tourists well know this area. By the provisions in Article 1 paragraph (4) of Act Number 10 of 2009 concerning

Tourism, it is affirmed: Tourism is the whole which is related to tourism and is multidimensional and multidisciplinary, which appears as a manifestation of the needs of each person and the State as well as the interaction between tourists and the local community, fellow tourists, local governments and people in business. Building tourism in Gianyar Regency is carrying out activities/programs that support tourism such as: arranging objects, digging objects, building supporting facilities, fostering/providing counseling to the community, and no less important is making the community aware and the tourism component to establish *Sapta Pesona*.

In the implementation, the model of the tourism development program to advance the local community is to improve the functions of community-based tourism (Community Based Tourism). With community involvement in the planning, management, and evaluation of tourist attractions. In the process of involvement and management of community-based tourist attractions, the community enjoys most of the economic benefits from tourism activities as is undertaken in the management of Tourist Attractions (DTW) or tourism potentials that provide socio-cultural and economic benefits for the community, namely the management of monkey forest, in the Padang Tegal Traditional Village, Ubud Village. So far, it has shown the ability of the indigenous community (villagers) to manage the tourism potential in their village and their ability to manage the economic benefits of this attraction to improve the welfare of the community.

In tourism development, it is essential to highlight the creative nature of local communities. It is necessary to provide a stimulant in appreciation in how to package social and cultural activities into one of the labels for ecotourism products. Encouraging the creation of a tourist market segment that wants unique products represented by local symbols and intangibles and Ubud Tourism Village is very appropriate to accelerate the development of Tourism Villages by aligning culture and tourism-based entrepreneurship. Therefore, its activities focus on particular programs to accelerate village progress to improve community welfare.

At present, the challenges of the tourism sector are being tested very hard. Almost a year, the challenge is in the form of the Covid-19 pandemic that has hit almost all countries worldwide. As a result, Indonesia's tourism conditions have deteriorated, including the island of Bali, which is the mainstay of the Bali Provincial Government's income—considering that this sector contributes about 69% of the total Regional Original Income. This situation is also very influential in several districts/cities in Bali Province, whose original regional income is supported by the tourism sector.

As one of the regencies in Bali that relies on the tourism sector, Gianyar Regency experiences the consequences. The Covid-19 pandemic has resulted in the stretching of tourism life, which is the people's daily

livelihood as if it has died. A life that relies on the arts, every corner, and way of pacing foreign and local tourists, is currently hard to find. Congested road conditions due to transportation to transport tourists in groups and independently are now deserted. If it lasts long enough, this condition will affect the Ubud area, which is a favorite destination for foreign and domestic tourists.

Regarding that matter, to maintain the Ubud area as a tourist destination for tourists, it is necessary to adjust regulations in development, especially in the efforts to develop ecotourism. Likewise, the relationship of globalization is marked by the rapid progress of science and technology, which is well known as the era of digitalization and Industry 4.0. Today's tourism life is already part of an industry, in this case as an industry in the tourism sector. Therefore, it will be closely related to the management of a Tourist Destination Area.

In the current situation, continuing the choice of living on the tour route is inevitable. However, the heavy task currently being carried by *Krama Bali* (Balinese) is exploring the meaning of tourism within the framework of weighting the spirit of Bali tourism. At a moment like this, contemplating the internalization of the spirit must be carried out. If tourism activities are paused, there is also time for reflection or self-reflection. This process of contemplation may not have time to be carried out when the hustle and bustle of people and money fill our daily spaces. Contemplating, withdrawing, and solitude have indeed become high prices in this era.

In order to maintain the Ubud Tourism Area, which is synonymous with art, culture, and the natural beauty of the countryside, including the beauty of the royal palace. Indeed, the Ubud area as a tourist destination has been known long around 1930 before Indonesia's independence. Ubud is known as the area of Balinese arts and culture. For most of the local people of Ubud, their daily life cannot be separated from the elements of art and culture. Likewise, most of the local and surrounding communities can make a living as artists. Both work as painting artists, handicraft artists, or dance artists.

In realizing the arrangement, development, and a sense of comfort, security in a tourism area. Regulations are essential because they are applied as a guide and provide legal certainty for the direction of development, such as; spatial planning, environmental preservation, integration, usability, the realization of security, comfort, order, and smoothness. As for the guidelines for that provisions, namely; 1) Gianyar Regency Regulation Number 16 of 2012 concerning the Gianyar Regency's Regional Spatial Plan for 2012-2032, and 2) Gianyar Regent's Regulation Number 57 of 2018 concerning Provision of Parking Facilitation in the Ubud Tourism Area. Regarding these arrangements, taking into account the characteristics of the area that has a unique/distinctive make the center of attention of tourists, both foreign tourists and domestic tourists, it is essential to maintain it.

The island of Bali is a well-known tourist destination, has many tourist attractions that attract tourists. However, the Ubud Tourism Area, part of the Gianyar Regency, has its charm. Considering the explanation above, it is fascinating to examine the problems, as follows:

1. What is the Arrangement of Ubud Tourism Area in Ecotourism Development?
2. How is the Ubud Tourism Area Management Model taking into account the Local Wisdom?

2. METHOD

This paper uses empirical legal research methods (socio-legal research) because the focus of the study departs from the existing gap on the application of tourism management models that are commonly applied to several tourist destination areas. Tracing legal materials uses field study techniques, document studies, and analysis studies using qualitative analysis.

3. RESULT AND DISCUSSION

3.1 Forms of Arrangement in Ubud Tourist Area

The Ubud Tourism Area, which is located in Gianyar Regency, contributes very significantly to Regional Original Income in financing the region's development. Gianyar Regency is an area of art and culture because most people's livelihoods are engaged in arts and culture. As an art area, many people work as artists, including painters, sculptors, dance artists, and handicraft artists. The overall results of these community activities have spread to various corners of the world.

One of the tourist areas in Gianyar Regency that are famous abroad and the archipelago is the Ubud Tourism Area. As a tourist attraction, it will impact the behavior of the people in the area. In this area, there will be an interaction between local communities and tourists, even newcomers with capital owners who have great potential to put pressure on people's lives in the area. It may lead to the exploitation of the environmental area by being stuffed with various forms of buildings, and this movement is sometimes difficult to contain. Conservation of land is direct, rapid, widespread, and this fact poses an ecological challenge, weakens the *Tri Hita Karana* philosophy, encourages crowding, chaos and creates habitat problems that are stressful, stressful, easy to trigger violent conflict compared to providing the comfort, harmony, and harmony that tourists hope for Visit.

Furthermore, as a very famous tourist attraction area. Based on the Master Development Plan (RIP) of Gianyar Regency as a Heritage City, among others, the increasingly crowded and complex space (topos, village) of Gianyar Regency has an impact on increasing pressure on humans and culture. Second, the faster, instant, and time movement (Kronos, Kala) in life. Third, the denser, heterogeneous, and increasing population and human

resources of Gianyar Regency with the scope of problems of heterogeneity, density, quality to various potential conflicts, distortions, and disintegration. Fourth, the development of the creative economy format and the tourism service economy, and the decline in the agrarian economy.

Based on the study results, development in the tourism sector and having a positive influence also has a negative influence. To minimize the negative influence. In the development of tourism areas in Gianyar Regency, including tourism development in the Ubud Tourism Area. The Government of Gianyar Regency issues and enforces Regional Regulation Number 16 of 2012 concerning the Regional Spatial Plan of Gianyar Regency from 2012 to 2032. In the provisions of the Regional Regulation, based on the provisions in Article 32 paragraph (3) letter g, determine the regulation regarding "Tourism Area."

Furthermore, Article 50 paragraph (1) regulates the designation of tourism areas which include; a)—natural tourism area and b) artificial tourism area. Furthermore, based on the provisions in Article 51, it regulates the designation of natural tourism areas, which include; a) Ubud Tourism Area, b) Lebih Tourism Area, and c) Natural Tourist Destination Area. Observing these provisions shows that the Ubud area's placement as an Ubud Tourism Area is regulated through a Regional Regulation. Regulations through Regional Regulations are established in the context of implementing regional autonomy and co-administration tasks. Regional regulations are the further elaboration of higher laws and regulations by taking into account the characteristics of each region. So the determination is exact, considering that the Ubud area has its characteristics as a tourist attraction.

Before explaining the purpose of making Regional Regulations, the author will first convey the legal objectives put forward by O. Notohamidjojo to formulate legal objectives, namely as follows:

Protecting human rights and obligations in society, protecting social institutions in society (in a broad sense that includes social institutions in the political, social, economic, and cultural fields) based on justice, to achieve balance and peace and general welfare.

Based on the understanding and concept of the legal objectives mentioned above, regional regulations, which are products of local government legislation, aim to regulate living together, protect human rights and obligations in society, maintain safety and public order in the area concerned so that Regional regulations are a means of reciprocal communication between the regional head and the community in his area, therefore every decision that is important and concerns the regulation and management of regional households contained in regional regulations must involve the community concerned. This provision is as regulated in Act Number 23 of 2014 concerning Regional Government.

The enactment of these provisions is expected to change the behavior of all people and institutions in managing tourism in the Ubud area. Especially those related to socio-cultural changes. Given the culture that exists in society, sometimes it can damage and worsen the image of tourism in the tourism object area.

To provide comfort for every tourist visiting the Ubud area. The Regulation of the Regent of Gianyar regency Number 57 of 2018 has also been enacted on the Provision of Parking Facilitation in the Ubud Tourism Area. This arrangement is essential in the effort to avoid congestion so that it does not interfere with the visiting schedule of tourists.

3.2 The Model of Ubud Tourism Area Management

The concept of tourism management must refer to management principles that emphasize the values of environmental sustainability, local communities, and social values of the area so that tourists enjoy their tourism activities and benefit the community's welfare around the tourism area. An increase in tourist visits to a tourist destination and bringing positive benefits also leaves a negative impact. For this reason, a very significant management role is needed to ensure that tourism activities can support the local community's economy and do not damage the environment and that their activities can be sustainable. Based on this, the Tourism Development Foundation was formed in the Ubud Village. According to its chairman, Tjokorde Gde Bayu Putra Sukawati, the Ubud area is attractive because it has magic. Based on this, that in fact, Ubud was not previously prepared as a tourist destination. Therefore, the process is very natural, which was initially only to receive guests from the Netherlands. Along the way, the arrival of other guests served in the form of; dances, invited to take a walk to see nature, given paintings, and other forms of art. For this reason, the development of the tourism sector is placed on encouraging the civilization of its people. Community participation in the Ubud tourist area is essential and strategic.

Regarding that matter, the management of the Ubud Tourism Area is very different from other tourist areas in Bali. One of the management models applied is community-based (Community-Based Tourism) with community involvement in planning, management. In the process of involvement and management of community-based tourist attractions, most of the economic benefits of tourism activities are experienced by the community as has been implemented in the management of Monkey Forest.

With its development, the Ubud area has shifted to no longer available for a broad social *spiec*. Public spaces have begun to narrow so that they can no longer enjoy the beauty of nature widely. The architectural value that has been attached to the beauty of the city is no longer enjoyed. Therefore, in the development of tourism development with the concept, "Walkable City," which is a city that has a high aspect of walkability, where the city has a supportive environment and encourages walking

activities by providing pedestrians with security and comfort. With this implementation, it is hoped that the Ubud area, classified in the Gianyar Regency Regulation Number 16 of 2012 as a natural tourism area, will show its original nature. So that all forms of local wisdom that exist can be optimized. Various forms of local wisdom are unique/distinctive and not necessarily owned by other regions to be utilized.

As one of the current challenges is congestion and the development of digitalization, the rapid development of technology sometimes creates problems in tourism development in the Ubud area. Whereas at this time, it is the demand of the world market as a market share for cooperation. The condition of local communities in the tourism area is still getting rejections. Because so far, in carrying out development, it is too oriented to support tourism, forgetting other aspects. So that one day, this situation will be able to reduce tourist visits as a result of the aim of tourism objects and not to create a model that is a market demand in the world of tourism.

4. CONCLUSION

Based on the result and discussion above, it can be concluded that the form of regulation in the management of Ubud Tourism Area, based on the following provisions: (1) Gianyar Regency Regulation Number 16 of 2014 concerning Spatial Planning of Gianyar Regency in 2012-1932; and (2) Gianyar Regent Regulation Number 57 of 2018 concerning Provision of Parking Facilitation in the Ubud Tourism Area.

The Ubud Tourism Area Management Model, by considering Local Wisdom, is community-based (Community-Based Tourism) with community involvement in planning and management. Increasing the capacity of community resources by paying attention to technological advances in the field of digitalization which is the demand of the global market in tourism.

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