

Rural Tourism Development through Tourist Village Destination in Badung Regency, Bali

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Abstract--- The tourism sector is the largest contributor to Bali and most of Bali's income is supported by the Badung tourism sector. In an effort to improve the quality of the destination and increase the income of the tourism sector, Badung focused its attention on developing its rural destination program, in particular Badung's village destination program. Badung has some strategies to build a village as a tourist attraction. Hence, in order to be successful in this program, the parties involved need to identify the steps that could bring economic benefits to the communities. Attention needs to be paid to tourist facilities and infrastructure so that the tourist village destination program can be maintained and sustained for a long period. The aim of this study is to identify and analyze the readiness of the communities of Badung stakeholders who are directly developing and living in rural areas on the basis of the 10A's concept. Respondents of this study include people in the tourist village of Badung, government and policy makers, tourist organizations and academicians. The quantitative-qualitative research approach has been applied in this study, where the use of the face-to-face interview method, in-depth interviews and fieldwork observation have also been carried out with stakeholders. The results have shown that the northern part of Badung Regency is ready to become a village tourist destination. This research can contribute to and broaden the study of tourism destinations as well as rural tourism development through tourist village destinations.

Keyword--- Rural Destination, Nature Based Tourism, Village Tourist Destination, Lifestyle

I. Introduction

Bali's history of tourism began with the publication of a foreign book. Bali was published in 1920 by Gregor Krause from Germany in his book 'Bali' [1]. In 1930, the book inspired Miguel Covarrubias to visit Bali and wrote a book entitled 'Bali Island.' Nieuwenkamp, Collin McPhee, Walter Spies, Geoffrey Gorer, Walter Dressen, and Ardaser Wadia were among the other authors who contributed literary works inspired by the pre-World War II in Bali [1]. Bali has the legendary status of a tourist destination. According to Park et al. [2], through a popular film titled "Eat, Pray, Love" which was produced in a rural destination in Ubud, Bali became the world's most popular rural destination in 2016.

The tourism sector has always been defined as a temporary movement of residents to a destination outside their residence in order to experience the environment of a different region according to their needs and satisfaction [3]. In addition, tourism has also been considered the largest and fastest growing industry in the world [4]. Year after year, most countries in the world have paid serious attention to the tourism sector because it has its own potential to compete with other sectors. In Bali, the largest tourism sector is in the Badung regency [5].

Tourist visits to Bali are increasing rapidly every year. Bali Central Bureau of Statistics 2016 recorded a 22.25% increase in tourist visits to Bali compared to the previous year, which was only 6.24% [5]. Badung is very concerned about the development of their tourism industries. The development of the Badung regime cannot be separated from the tourism sector. Moreover, as tourism is the largest contributor to Badung's regional revenue, other tourist attractions based on community activities have been created [6].

Badung Regency has 6 sub districts [7]. They are North Kuta Subdistrict, South Kuta Subdistrict, Kuta Subdistrict, Mengwi Subdistrict, Abian Semal Subdistrict, and Petang Subdistrict. Out of these six subdistricts, Badung can be categorized in two regions called North Badung (including Mengwi; Abian Semal and Petang) and South Badung (including North Kuta, South Kuta and Kuta). North Badung has a central administration office located in Sempidi Badung [7]. South Badung is very popular as a tourist destination because of its many attractions and its facilities [7]. The gateway to the largest tourist arrivals is through Ngurah Rai Airport, which is located in Kuta. The current economic growth caused by the presence of tourism in Bali stems from the availability of tourism in Badung Regency.

Badung has 11 villages as a tourist destination [8]. The name of the villages are Pelaga village, Petang Village, Pangsang Village, Belok Village, Carangsari Village, Sangeh Village, Bongkasa Village, Baha Village, Mengwi Village, Kapal Village and Munggu Village. All the villages have their unique attraction. Badung Village Tourist Destination has developed as an alternative tourist destination to increase the length of stay of tourists and to improve the economic contribution of tourists in Badung, Bali [9]. This work was done to identify and analyze the readiness of the communities of Badung stakeholders who are directly developing and living in rural areas on the basis of the 10 A's concept. The main objectives of this study were:

- 1) To identify the readiness of village as tourist destination
- 2) To identify the village tourist destination product from perspective nature based tourism, health and wellness tourism and marketing tourist destination
- 3) To identify the stakeholders' problems in developing their village as tourist destination.

II. Literature Review

2.1 Rural Destination

In order to develop the tourism sector in rural areas, there is a need to involve the local community in the tourism development program. Without community development in rural areas, it is considered that the program will not achieve its objectives. Product of a rural destination can be defined by nature based tourism and cultural tourism. The combination of two products is the tourist destination of the village.

According to Prohaska [10], certain standards must be encouraged in order to develop rural tourism resources. The following are the five principles that have been developed:

- 1) *Authenticity and quality*: Describes the true history of the area's historic sites and culture. The specific development of the area and the contributions made by previous generations are what distinguishes one place from another.
- 2) *Education and interpretation*: History can be fun to learn. Names and dates do not bring a place or event alive, but the human drama of history does. The interpretation of historical sites should be creative and exciting.
- 3) *Preservation and Protection*: Maintaining historic sites and historic buildings of neighboring hoods and towns for residents and visitors. A city that wants to attract tourism must preserve the future by establishing measures to protect the very thing that draws visitors.
- 4) *Local priority and capacity*: Help communities build a strong, comprehensive protection and tourism program to achieve local priorities and ensure that tourism is an economic and social priority to the community.
- 5) *Partnership*: Cooperation between tourism business leaders, historic site operators, local government and many other important tourism objectives. Historic sites and districts deserve special funding for operations and maintenance, as they are often the reason why people visit the community.

2.2 Nature Based Tourism

Morrison [11], has identified nature-based tourism as one of the growth potential segments of the market. Nature-based tourism is one of the most exciting sectors of the tourism industry, growing by an estimated 10-30% per year [12]. Nature-based tourism encompasses adventure tourism, eco-tourism, alternative tourism, educational tourism, sustainable tourism, responsible tourism and many other forms of outdoor, non-mass tourism [12].

Nature-based tourism plays an important role in the production of a world-class tourism product. The role of nature based tourism includes:

- 1) Help broaden the regional product base by providing ancillary services or experience to complement mainstream accommodation and attractions.
- 2) Provide special tourism experience of interest to the niche market
- 3) Provide low cost investment opportunities to people in regional centres.
- 4) Can reduce adverse social and environmental impacts by providing a means of controlling tourism activities
- 5) Provide a source of management resources for protected areas through licensing fees
- 6) Can better spread the message of protection of the environment.

According to Morrison [11], the motivation of nature-based tourists is usually described as follows:

- 1) To see wildlife in a natural setting,
- 2) To be sensitive to the environment and to do no harm
- 3) To explore remote sites in order to observe the landscape, flora and fauna.

- 4) To be up close and personal with the animals and nature.
- 5) To get away from city life and to explore the nature.

2.3 Health and Wellness Tourism

There are many traditional spas around the world that have relied on the healing properties of their natural spring waters. Places such as Bath in England, Baden-Baden in Germany and Carlsbad (Karlovy Vary) in the Czech Republic are among the most famous for this kind of experience. According to Morrison [11], there are many different definitions of health and wellness tourism and they tend to vary across countries and regions of the world. There are five types of health tourism:

- 1) Holistic (wellness)
- 2) Leisure and recreation (wellness)
- 3) Medical wellness
- 4) Medical therapeutic
- 5) Medical surgery.

Destinations are combination of tourism products, offering consumers an integrated experience. Traditionally, destinations are considered to be well-defined geographical areas, such as a country, an island or a town. However, it is increasingly recognized that a destination can also have a perceptual concept that can be subjectively interpreted by consumers, depending on their travel itinerary, cultural background, purpose of the visit, educational level and past experience [13].

Developing destination typology is a difficult task, as different visitors are using destinations for different purposes. However, most destinations can be categorized in a number of categories where their principal attractiveness is represented. Understanding and appreciating the type of destination enables marketers to develop appropriate destination marketing mixes and deliver them to the appropriate target markets. Tourist destination management is a universal strategic approach to achieving the competitiveness of destinations in the global tourism market, where tourists have a leading role to play. In this relationship, destination management is understood as a process of stimulating the development of high-quality integrated tourism products. Tourist destination management processes the planning, organization, execution and development of tourism [13].

2.4 Marketing Destination

Morrison [11] stated that the successful destinations are the ones with the most tourists. The World Centre of Excellence for Destinations (CED), located in Montreal Canada has developed the System of Measures for Excellence in Destination (SMED) [14]. Established in 2007, CED evaluated a number of destinations around the world with SMED [14]. Morrison [11] suggested that the 10 A's as a useful set of attributes for assessing the success of tourism destinations. Each of these 10 attributes begins with the letter 'A' as shown in Figure 1.

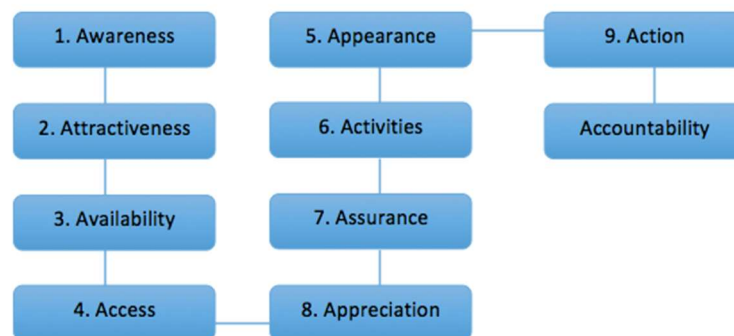


Figure 1. The 10 A's of Successful Tourism Destination

The following is a short explanation of each of the 10 A's attributes:

- 1) *Awareness*: This attribute is related to tourists' level of knowledge about the destination and is influenced by the amount and nature of the information receives.
- 2) *Attractiveness*: The number and geographic scope of appeal of the destination's attractions comprise this attribute.
- 3) *Availability*: This attribute is determined by the ease of which booking or reservations can be made for the destination, and the number of booking reservation channels available.
- 4) *Access*: The convenience of getting to and from the destination as well as moving around within the destination, constitute this attribute.

- 5) *Appearance*: This attribute measures the impression that the destination by all modes on tourists, both when they first arrive and then throughout their stays in the destination.
- 6) *Activities*: The extend of the array of activities available to tourists within the destination is the determinant of this attribute.
- 7) *Assurance*: This attribute relates to the safety and security of the destination for tourists.
- 8) *Appreciation*: The feeling of the levels of welcome and hospitality contribute to this attribute.
- 9) *Action*: The availability of a long term tourism plan and a marketing plan for tourism are some of the required actions.
- 10) *Accountability*: This attribute is about the evaluation of performance.

III. Research Methodology

A mixed method approach has been applied in this study since this method is able to provide some valuable information on this study. Klassen et al. [15], defined mixed research methods as ‘an approach to research that combines or associates both qualitative and quantitative forms of research.’ The similar definition is given by Mayoh and Onwuegbuzie [16], where it was defined that mixed research methods as a class of research in which a researcher mixes or combines qualitative and quantitative research techniques, methods, approaches and concepts into a single study. Furthermore, this work has applied face to face survey interviews method in which the authors used a structured questionnaire that were administered to 85 respondents. Qualitative approach was also used specifically for field observation and in-depth interviews using the focus group discussion which involved relevant stakeholders in the village tourist destination program. The sampling method used in this study was purposive sampling.

The questionnaire contained 27 (twenty-seven) closed questions, which were divided into two categories related to the readiness of the stakeholders. A closed-ended question is used because it is easier for the respondent to answer the closed-ended questions, as well as it is time-effective. All the questions in the questionnaire used the Likert Scale of 1 to 5 ranging from 'poor (1), fair (2), good (3), very good (4) to excellent (5).

The reliability test showed a very high overall reliability of 0.980. According to Iacobucci et al. [17], a reliability test of 0.7 and above is considered to be reliable. The questionnaire data was carried out using the Social Science Statistical Package (SSPS) version 21 program for the MS Window. Data analysis of the descriptive analysis, such as percentage, mean and frequency, were used to analyze the raw data. This research was carried out in the Badung regency.

IV. Findings and Discussion

4.1 Respondents Analyses

The survey was carried out with 85 respondents. Based on Table 1, there were 50 male (58.8%) and 35 females (41.2%) respondents. This survey had more males than females by 17.6%. Many respondents were senior high school holders, numbering 38 people (44.7%). Respondents who participated in this village tourist destination program mostly have monthly incomes of between IDR 2.1million-IDR 3 million at 37.6%, followed by those with incomes between IDR1.1–2 million. The respondent data shown a little over half were married, at 56.4% while 40.0% were unmarried. In this study, all respondents have agreed to village tourist destination program, with the mean values 4.193-4.416.

Table 1. Demographic characteristics

Information	N = 85
Gender (%)	
Male	58.8
Female	41.2
Education (%)	
Primary School	27.1
Junior High School	44.7
Senior High School	18.8
Bachelor's	2.4
Master's	3.5
Doctor's/PhD	3.5

Income (%)	
< 500	3.5
< 501-1000	7.1
1001 – 2000	25.9
2001 – 3000	37.6
3001 - 4000	15.3
4001 - 5000	8.2
> 5000	2.4
Marital Status (%)	
Unmarried	40.0
Married	56.4
Widowed	2.4
Divorced	1.2

Source: Research Analysis (2017)

4.2 Stakeholders Readiness to Develop Village Tourist Destination

Overall, mean analysis from Table 2, which showed that the overall respondent's rate was very good with the components of Badung's readiness to create a tourist destination in the village. Mean analysis shows that both males and females have achieved a value of more than 4 which means that 10A marketing indicators for village tourist destinations have been at very good levels. Both male and female respondents were rated very good with community readiness to build a village tourist destination.

The readinesses of village tourist destination in three top indicators are in: 1) Awareness of rural communities, 2) Availability, and 3) Action are very good with an overall mean of 4.35715, 4.35715, and 4.33715 respectively. On that note, the respondents also recommended that the majority of people in rural destinations in Badung Regency are welcoming and aware of the development of tourism destinations.

Table 2 Respondents Readiness towards the 10 A's of Marketing Destination to Village Tourist Destination.

No	Attribute	N	Gender	Mean	Overall
1	Awareness	50	M	4.4000	4.35715
		35	F	4.3143	
2	Attractiveness	50	M	4.2800	4.28285
		35	F	4.2857	
3	Availability	50	M	4.4000	4.35715
		35	F	4.3143	
4	Access	50	M	4.2000	4.25715
		35	F	4.3143	
5	Appearance	50	M	4.26	4.28500
		35	F	4.31	
6	Activities	50	M	4.2000	4.25715
		35	F	4.3143	
7	Assurance	50	M	4.3400	4.27000
		35	F	4.2000	
8	Appreciation	50	M	4.2400	4.27715
		35	F	4.3143	
9	Action	50	M	4.3600	4.33715
		35	F	4.3429	
10	Accountability	50	M	4.1600	4.19430
		35	F	4.2286	

Source: Research Data (2017)

4.3 Respondents Readiness towards the Facilities of Village Tourist Destination in Badung

Overall mean analysis from Table 3 showed that the respondents rate was very good at attribute 1) natural attraction (4.57000), 2) local cultural activities (4.57280), and 3) people's hospitality at the local tourist destination (4.49995). Respondents indicate that the attributes that were lower than score 4 are: 1) transport facilities (3.29215); 2) cleanliness and tidiness of the village area (3.50000); and 3) toilet facilities (3.56215).

Table 3. Respondents Readiness towards the Facilities of Village Tourist Destination

No	Attribute	N	Gender	Mean	Overall
1	Toilet facilities	50	M	3.4500	3.56215
		35	F	3.6743	
2	Easy to find food	50	M	4.4000	4.35715
		35	F	4.3143	
3	Natural Attraction	50	M	4.5600	4.57000
		35	F	4.5800	
4	Suitability of pricing package	50	M	4.2800	4.28285
		35	F	4.2857	
5	Cleanliness and tidiness of village	50	M	3.7800	3.50000
		35	F	3.2200	
6	Transportation facilities	50	M	3.3400	3.29215
		35	F	3.2443	
7	Community Attraction	50	M	4.3500	4.45500
		35	F	4.5600	
8	Local culture activities	50	M	4.5600	4.57280
		35	F	4.5856	
9	Hospitality of people	50	M	4.5467	4.49995
		35	F	4.4532	
10	Appreciation during the tour	50	M	4.2323	4.22670
		35	F	4.2211	

Source: Research Data (2017)

4.4 Respondents Readiness towards the Security of Village Tourist Destination in Badung

Overall mean analysis from Table 4 showing that the response rate was very good on the attribute of CCTV, local security guard, village lighting, local security organization and local connection (Wi-Fi) with overall mean of 4.35715, 4.28285, 4.28285, 4.35715 and 4.28285 respectively. Respondents rate lower than 4 are on attributes of parking spots with overall mean of 3.56215 and village accommodation with safety box with mean of 3.29215.

Table 4. Respondents Readiness towards the Security of Village Tourist Destination

No	Attribute	N	Gender	Mean	Overall
1	Security Systems (CCTV)	50	M	4.4000	4.35715
		35	F	4.3143	
2	Local Security Guard	50	M	4.2800	4.28285
		35	F	4.2857	
3	Local Security organization	50	M	4.4000	4.35715
		35	F	4.3143	
4	Parking Spots	50	M	3.4500	3.56215
		35	F	3.6743	
5	Village Lighting	50	M	4.2800	4.28285
		35	F	4.2857	
6	Village Accommodation with safety box	50	M	3.3400	3.29215
		35	F	3.2443	
7	Local connection (Wi-Fi access)	50	M	4.2800	4.28285
		35	F	4.2857	

Source: Research Data (2017)

4.5 Village Tourist Destination Development

Here are some points of stakeholders input to Badungas a Village tourist destination:

1) From Ubud experience, Badung tourism stakeholders have set their agenda to become popular artists to destination. It could attract people to pay attention to Badung as a tourist destination. Based on the concept of target product development, the general product strategy models are: a) market penetration; b) market development; c) product development; and d) product diversification. Based on research findings, the Badung strategy focuses on product development.

2) In order to build a tourist destination in the village, Badung tourism agencies pay attention to the characteristics of the village product. Based on concept theory, most of Badung's village tourist products have unique attractions, such as "Taman Ayun", "Plaga Agro", "Umabian" home stay. The characteristic of village product in Badung focused on:

- a) *Authenticity and Its Quality*
- b) *Education and Interpretation*
- c) *Preservation and Protection*
- d) *Local priority and capacity*
- e) *Partnership*

3) Badung's domestic income was targeted at 6 trillion in 2017; to support this agenda, all stakeholders focused on creating new tourism products, focusing on safety destinations, cleanliness, toilet facilities and attractive activities in the village of destination.

4) In order to increase the tourists' length of stay in destinations, the tourism sector focuses on the diversity and uniqueness of the attractiveness product offered.

5) From the 10A's attributes, Badung needs to focus on creating tourist 'activities' in the village destination, build 'access' and create 'attractive' events.

6) From a tourism concept based on nature, Badung Village must provide unique tourism experience for the niche market.

7) From health and wellness tourism aspect, Badung Village can be described as a 'wellness tourist destination' offering a holistic, leisure and recreational destination.

8) Readiness towards the Village Tourist Destination facilities in Badung has shown that toilet facilities, the cleanliness of tourist objects and transport facilities must be improved by providing education and workshops related to the problems.

Badung has a long tradition as a tourist destination and is internationally recognized as the most popular destination under the name of Bali. Internally, the tourism industry makes a major contribution to both the gross domestic product and the employment of employees, whether directly or indirectly.

V. Conclusion

The rural tourism program is not just a homestay program; it is also a rural development strategy. However, implementation requires a high level of commitment and understanding among stakeholders. In order to design a successful rural destination, particularly in the village tourist destination program, a determined effort is needed without relying on external assistance, particularly in terms of tourism promotion. The growth of the tourist village in Badung has provided great opportunities for rural communities. This program provides additional support for rural socio-economic development, social capital development, as well as a contribution to the conservation and enhancement of rural areas and security issues in general. The rural destination and the village tourist destination have great potential to be a cultural destination, a nature-based tourist destination, a health and wellness tourist destination and as other related natural environment. Badung Government fully supports the development of tourist destinations in the village. However, for the program to be successful, full commitment on the part of stakeholders, government agencies, tourist organizations such as Badung Tourism Promotion Board (BPPD); Badung Hotel and Restaurant Association (PHRI), Association Travel Agent (ASITA) is required.

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