

PARTICIPATION OF THE LOCAL COMMUNITY IN THE DEVELOPMENT OF PANDAWA BEACH TOURISM AREA

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Abstract

This qualitative study aims to describe the typology of local community participation in Kutuh Village in the development of Pandawa Beach tourist action based on seven forms of local community participation. Those are manipulative participation, passive participation, participation by consultation, participation for material incentives, functional participation, interactive participation and self-mobilization and connectedness. These forms of participation include the environmental and social benefits for the local community.

Keywords: Typology of local community participation, environmental benefits, social benefits.

Introduction

Sustainable tourism emerged and became one of the forms of responsible tourism development. The concept of sustainable tourism is increasingly being promoted in world tourism destinations that are starting to become aware of the negative impacts generated by mass tourism. The development of 21st century tourism is concentrated on the environment as one of the priorities that must be considered by tourism stakeholders. This is because tourism is the largest industry in the world that makes the environment as the center of attention in the development of tourism (Goeldner and Ritchie, 2009: 470). The environment is the core of tourism products and the mass benefits of maintaining the tourist attraction of a destination that tourists want to see and enjoy.

Tourism has the power to improve environmental sustainability by providing funding for conservation, to preserve culture and history, to set limits on usage that guarantee the sustainability of tourism, and maintain natural attractions. Unplanned and well-implemented tourism has the power to damage the environment, pollution, excessive development and damage the structure of local communities.

The existence of these issues led to the emergence of thoughts on the realization of sustainable alternative tourism. Alternative tourism is one of the efforts to support sustainable tourism development by taking into account aspects



of the management of a destination and those involved in destination management. Local community participation causes management to run well. This is because local people feel valued by involving them in tourism activities, so they will take good care of the area. It supports the sustainability and sustainability of the region. In addition, the life of the local community becomes an interesting attraction for tourists who visit, so that community participation becomes an important component to be taken into account.

Local community participation in tourism activities is an appropriate effort in developing tourism, where the level of appreciation of the community and tourists for local culture is higher. Communities benefit economically from visiting tourists who are interested in and appreciate their culture and tourists get interesting and unforgettable experiences and feel their visit can make a positive contribution. Community participation also becomes a benchmark for the sustainability of a tourism destination. Local community participation is a component of Community Capacity Building or community capacity development in developing tourism. Community participation guarantees an increase in people's ability to manage their homes into a community-based tourism destination.

Pandawa Beach is a tourist destination located in Kutuh Village, South Kuta District, Badung Regency, Bali. This beach is located behind the hills and is often referred to as the Secret Beach (Secret Beach). Around this beach there are two very large cliffs, which on one side are sculpted by five statues of Pandavas and Goddess Kunti.

In addition to tourism and water sports, this beach is also used for seaweed cultivation due to contour sloping beaches and waves that do not reach the coastline. Before this beach developed into a tourist destination, the local community had a livelihood as a seaweed farmer.

This development has a great impact on local communities. The local community has a complete and adequate infrastructure and an improved standard of economic life in the tourism sector along with the increasing number of tourists visiting Pandawa Beach.

Local community participation is an important aspect in developing the tourist attraction of Pandawa Beach. The forms and stages of community participation are an illustration of the level of interest and concern of the community for the ongoing tourism activities. Exposure to the importance of community participation in developing Pandawa Beach tourist attraction for tourism sustainability is the basis and background of this research.



Literature Review

The Concept of Community Participation

Community participation is a very important factor in increasing community capacity in tourism development. Community participation is one of the principles of UNEP in the implementation of sustainable tourism. Lack of community participation in tourism activities will result in the absence of unity in the development of a tourism destination.

The Skeffington Report in Sanchez (2009: 14) defines participation as a sharing action to formulate policies and proposals. Participation is an activity to exchange ideas to formulate policies and objectives. France (1998) in Sanchez (2009: 14) states that participation is a process of empowerment that helps to involve local people in the identification of problems, decision-making and implementation which can contribute to sustainable development.

Community participation is a spectrum from passive involvement to active involvement of all local communities. The importance of community participation in tourism activities is expressed in the World Tourism Code of Ethics that local residents must be included in tourism activities and should benefit equitably in the economic, social and cultural fields, especially direct and indirect employment opportunities from tourism activities.

The participation of local people in tourism activities supports the improvement of the standard of living of local people, therefore the participation of local communities is one of the important aspects of sustainable tourism development. Local community participation allows the community to know all aspects that function to realize the success of their regional development which in turn leads to high appreciation from the local community for the results they have achieved, so that the sustainability of their area is well guaranteed.

Aref (2009: 63) in the Journal *Assessing the Level of Community Participation as a Component of Community Capacity Building for Tourism Development* revealed that community participation is an essential part of community development and one of the factors in the community capacity building process, which allows people involvement in the different stages of decision making. Based on this concept, it can be concluded that community participation is one of the important concepts that must be applied to support the sustainability of a tourist destination. This concept will help reveal the participation of the local community in supporting the development of the tourist attraction of Pandawa Beach.

Community participation in tourism activities is very diverse. To find out the form of community participation in tourism, Pretty (1995) in Atuhaire (2009: 14) reveals the typology of local community participation in the following Table 1.



Table 1
Pretty's Typology of Participation

Typology	Characteristic of Each Type
- Manipulative Participation	Participation is by presence. People have unelected representatives on official boards without power. Almost no interaction occurs between local stakeholders and managing institutions.
- Passive Participation	People participate by being told what has been decided or has already happened. Information being shared belongs only to external professionals.
- Participation by Consultation	People participate by being consulted or by answering questions. Process does not concede any share in decision-making, and professionals are under no obligation to take on board peoples' views.
- Participation for Material Incentives	People participate in return food, cash or other material incentives. Local people have to stake in prolonging technologies or practices when the incentives end.
- Functional Participation	Participation is seen by external agencies as a means to achieve their goals, especially reduced costs. People participate by forming groups to meet predetermined objectives.
- Interactive Participation	People participate in joint analysis, development of action plans or formation or strengthening of local groups or institutions. Learning methodologies used to seek multiple perspectives and groups determine how available resources are used.
- Self-mobilization and Connectedness	People participate by taking initiatives independently of external institutions to change systems. They develop contacts with external institutions for resources and technical advice they need, but retain control over resource use.

Source : Pretty (1995) in Atuhaire (2009:14)

The typology of community involvement shows the depth of local community participation in tourism activities, especially in making decisions. The higher the community's involvement in the decision making process, the greater the contribution received by the community.

The form of community participation presented by Pretty (1995) in Atuhaire (2009: 14) serves as a guide in data collection that serves to obtain a picture of the form of local community participation in developing the appeal of Pandawa Beach. Indicators of the form of community involvement become a reference in determining the form of community participation.



Table 2
Typology Indicators of Community Involvement

Typology of Participation	Indicators of Typology of Participation
Manipulative Participation	a. Limited communities are only told what is happening. b. Community response is not taken into account. c. Information only belongs to external professionals or the government.
Passive Participation	a. Limited communities only provide information in response to questionnaires from surveys designed by external agents. b. Research findings are not communicated to the public.
Participation by Consultation	a. They consult with local communities. b. They can consider the views of the community during the process, but are not required to do so.
Participation for Material Incentives	a. Communities participate in the form of resource contributions (such as labor, land provision). b. Communities can provide land and labor but are not involved in the experiment or the learning process. c. The community does not have a stake in the extension of activities when the incentive ends.
Functional Participation	a. Institutions that are formed tend to depend on external facilitators, but can be independent. b. Community involvement may be interactive but tends to emerge later in the project cycle after important decisions have been made. c. Institutions that are formed tend to depend on external facilitators, but can be independent.
Interactive Participation	a. Communities participate in joint analysis, development of action plans and the formation or strengthening of local institutions. b. Participation is seen as a right and not just as a tool to achieve project objectives. c. Interdisciplinary methodologies are used to look for various perspectives and use systematic and structured learning processes. d. Local people control local decision making and determine how the resources to be used give them a stake in efforts to maintain existing structures or practices.
Self-mobilization and Connectedness	a. The community participates by taking initiative independently from external institutions. b. Communities develop contacts with external institutions to give consideration and use of resources, but still control the use of resources. c. Individual mobilization and collective action may or may not be able to challenge the unjust distribution of wealth and power.

Sumber : Pretty (1995) in Aref (2011:22)



The process of community participation can be seen in various stages in the Tourism Management and Development Planning Process. The following are the 5 stages of the Tourism Authority of Thailand's Tourism Management and Development Planning Process (TDP) (Bejrananda, 2009):

1. Identifying problems and concerning issues
 - a. Providing information and identifying problems.
 - b. Participate in training and seminars.
 - c. Attend meetings and consult with government agencies about problems and possible solutions.
2. Planning stage
 - a. Attend meetings or conferences and present their opinions on proposed plans and programs.
 - b. Citizen's opinion was heard and adopted by government agencies.
 - c. Community proposed plans and programs.
3. Implementation
 - a. Appointed committee members in planning formation.
 - b. Community participation in tourism activities held by government agencies.
 - c. Community provides information and being key informants.

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Participate in monitoring and evaluating plans and programs in the community.

5. Improving projects and action plans
 - a. Participate in improving local tourism sites.
 - b. Being care-takers of local tourism sites.

There are five stages in the tourism development planning process that involve local communities. The first step is to identify the problem. At this stage the community is invited to explore information and identify problems, participate in training and seminars, attend meetings and consult on problems and possible solutions. The second stage is the planning stage. At this stage the community is involved in seminars and conferences and provides opinions on proposed plans and programs. Public opinion is accepted by the government and managers and the public can propose plans and programs for tourism activities. The third stage can be called the implementation phase. At this stage the community is determined as a member in tourism development planning, the community participates in tourism activities organized by the government and the community becomes the key informant in tourism development. Stage four is evaluation. At this stage the community participates in the monitoring and evaluation plan in the community. The last stage is developing the project and action plan. At this stage the community participates in developing local tourism sites and becomes the maintainer of these sites.



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The concept of community participation is a reference for researchers to dig up information about various activities that have been carried out and passed by the local community in the development of Pandawa Beach which reveals the stages that has been carried out by the community.

Konsep Pariwisata Berkelanjutan

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Sustainable tourism development meets the needs of tourists and local people while maintaining and increasing opportunities for the future. The World Tourism Organization in Nurhidayati (2007) defines sustainable tourism development as a development that meets the needs of today's tourists, as well as protecting and encouraging opportunities for the time to come. The existence of sustainable development in the field of tourism guarantees the sustainability of tourism as a destination that can be enjoyed by many generations in the future.

According to Yaman & Mohd (2004) in Nurhidayati (2007: 37) sustainable tourism development is characterized by four conditions, namely: 1) community members must participate in the tourism planning and development process, 2) Education for the host, industry players and visitors / tourists, 3) the quality of wildlife habitat, energy use and microclimate must be understood and supported, 4) investment in alternative forms of transportation.

Methodology

The method of collecting data systematically through field observations by observing and recording the phenomena under study. In this study observations were made to see the participation of local communities in the development of the tourist attraction of Pandawa Beach. Then the method of interviewing the local community is carried out to find out the activities of the community related to their participation in supporting the stages of developing the tourist attraction of Pandawa Beach.

The qualitative data analysis technique used in this study is a qualitative descriptive analysis, that is, analyzing and explaining data or events with qualitative explanatory sentences. This analysis was conducted to analyze the results of interviews with local communities regarding the participation of local communities in tourism activities as well as local socio-cultural and economic conditions. Data is presented in the form of a description to see the form and stages of local community involvement in developing the tourist attraction of Pandawa Beach.

Results and Discussion

Research on the participation of the local community in the development of the Pandawa Beach Tourism Area produced findings in the form and stages of local community participation in the development of Pandawa Beach.



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Forms of Local Community Participation

The form of local community participation in the development of Pandawa Beach is in line with Pretty's (1995) theory of the typology of community participation which reveals seven forms of local community participation. The forms of participation are manipulative participation, passive participation, participation by consultation, participation for material incentives, functional participation, interactive participation and self-mobilization and connectedness. These forms of participation have been carried out well by the local community since the development planning of Pandawa Beach until now. The forms of participation are explained as follows:

1. Manipulative participation. This participation was carried out by the local community as a listener, where the community was given information by managers and administrators regarding the development of the tourist attraction of Pandawa Beach. This participation is still included in the "manipulative" category. The community only follows the development plan set by the manager. Local people still have very little power in providing opinions, input and ideas related to the development of the tourist attraction of Pandawa Beach.
2. Passive participation. The community participates in activities that have been determined or decided by professionals such as NGOs or the government. In this form the community becomes a source of information for the development of the Pandawa Beach and the community is given the opportunity to learn about the Pandawa Beach development planning.
3. Participation by consultation. Local people participate in the form of consultations or answer questions with a team of experts, government and management. This form of participation does not involve the community in making decisions. In this form of government, a team of experts and administrators consulted with the community about the concept of developing a good and correct Pandawa Beach and how to overcome the problem. The community also participates in seminars, workshops, training, counseling on the development of tourist attractions provided by the government and expert teams.
4. Participation for material incentives. The community participates in the form of contributing by providing land and becoming workers without being involved in the learning process. At this stage the community participates in receiving tourist visits who are interested in seeing Pandawa Beach, learning the culture and traditions of the local community.
5. Functional participation. Participation is shown by outsiders to achieve their goals, specifically to reduce costs. In this form of participation the community participates in the Regional Development seminar held by the government and



NGOs. The community is also included in the membership and management of Pandawa Beach management. Ideas and suggestions for the development of Pandawa Beach began to be conveyed by local communities to managers and government.

6. Interactive participation. The community participates in analyzing, developing frameworks and strengthening local groups. The community learns methods for finding perspectives and the group decides how to use available resources. In this form of participation the local community participated in seminars and counseling and actively provided ideas and input for the development of Pandawa Beach. This form of participation shows the manager accepted the ideas submitted by the local community and the idea was applied in the development activities of Pandawa Beach.
7. Self-mobilization and connectedness. The community participates by taking their own initiative from outside institutions to change the system. Communities develop contact with outside institutions as sources and technical advice they need while maintaining control over the sources used. In this form of participation, the community plays a role in maintaining the beauty and cleanliness of Pandawa Beach, developing other forms of tourist attractions that can be done on Pandawa Beach to attract tourists to visit. The community also continues to explore the tourism potential that can be done there. In addition, the community also participated in monitoring and evaluating programs that had been planned and implemented in the development of Pandawa Beach.

Stages of Local Community Participation

Stages of local community participation in the development of Pandawa Beach include the following stages:

1. Identification of Problems. Problem identification is marked by mapping the potential of the Pandawa coast which results in potential discoveries in the form of natural wealth with beautiful beach contours that have the potential to offer attractive tourist attractions.
2. Planning for the Formation and Development of Pandawa Beach. The planning phase begins with the selection of community members as administrators, conducting socialization to the local community and packaging tourism activities that can be carried out on Pandawa Beach.
3. Implementation of the Formation and Development of Pandawa Beach. The implementation phase was marked by the endorsement of the management of the Pandawa Beach and tourists began to visit there.
4. Evaluation of the Formation and Development of Pandawa Beach. The evaluation is carried out by the community by monitoring and evaluating plans and programs carried out at Pandawa Beach.



5. Action Plan for the Formation and Development of Pandawa Beach. At this stage the community participates in exploring the potential that can become a new tourist attraction and maintain the existing tourism potential.

The community took part in the development activities of the Pandawa Beach by opening tourist facilities such as food providers, canoe rentals and other tourist attractions that tourists can enjoy while visiting Pandawa Beach. This activity has a positive impact, namely the community receives incentives in the form of income for their business.

The efforts made are expected to support the development and sustainability of the Pandawa Beach tourist attraction that can have a positive impact on the local community, the natural environment, culture, and a positive impact on visiting tourists.

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